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ABSTRACT

This directory is a compilation of audiovisual resources which might be useful for teachers of instructional technology. Subject areas include: (1) media production, (2) communications, (3) research, (4) evaluation, (5) instructional development, (6) educational innovation, and (7) the psychology of learning and motivation. Most of the resources are designed for college/adult audiences and, with a few exceptions, were produced within the last ten years. Entries are listed alphabetically by title within each of 29 subject categories. Each entry gives the title, the medium, a description, the producer/distributor, the year of release, and the cost. (Author)

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AUDIOVISUAL RESOURCES FOR TEACHING INSTRUCTIONAL TECHNOLOGY

An Annotated Listing

Fourth Edition

by

Bernard J. Dodge

ERIC Clearinghouse on Information Resources
Syracuse Universitv
March 1978

IR005974

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PREFACE

When a publication reaches a fourth edition, it can be considered a tradition. The first edition, entitled Instructional Materials for Teaching Audiovisual Courses, appeared in 1961 and was followed by revised, updated editions in 1968 and 1971. Changes in title and content have reflected the changing nature of the field over the years--e.g., there are significantly fewer references in the current edition to the "things" of education, and more on the processes of teaching and learning.

This publication is intended for professors of instructional technology in colleges and universities, for media professionals in schools and libraries who organize and conduct workshops for teachers and librarians, and for individuals who are seeking information about educational media and technology in non-print formats.

There are two other references in this series published by the ERIC Clearinghouse on Information Resources: Audiovisual Materials in Support of Information Science Curricula; An Annotated Listing with Subject Index (2nd edition) by Irving Klempner, and A Working Bibliography of Commercially Available Audio-Visual Materials for the Teaching of Library Science (2nd edition) by Irving Lieberman.

Your comments and suggestions regarding the utility and completeness of this reference will be gratefully received for consideration in planning the next edition.

Donald P. Ely, Director
ERIC Clearirghouse on Information Resources
Syracuse University

INTRODUCTION

This directory is a compilation of audiovisual resources which might be useful for teachers of instructional technology. Because I.T. is a broad and eclectic field, many different subject areas are covered, including media production, communications, research, evaluation, instructional development, educational innovation, and the psychology of learning and motivation. Most of the resources listed are designed for college/adult audiences, and, with the exception of a few "classics," were produced within the last ten years.

Entries are listed alphabetically by title within each of 29 subject categories. A title index (with a few subject headings in italics for ambiguous titles) is provided on pages 63-70. The format of each listing is as follows:

availability not confirmed → *title* → *medium* →

*MEDIA SELECTION (slides/audiocassette)
20 min, 50 slides, color

description → Gives an overview of the process of selecting a medium based on audience characteristics, context of use, content, and economy.

producer/distributor (indexed on p.60-62) → EDUTRON 1975 Rental $10.00
Purchase 45.00

year of release ↑ *prices (as of 12/1/77)* ↑

The producers and distributors of the materials listed were contacted before publication to ensure the accuracy of this directory. The sources of those entries marked with an asterisk (*) did not respond before our deadline to confirm the availability and accuracy of the entry; all other entries are up to date as of December 1977. Prices, of course, are subject to change and the user should always check before placing an order.

The listings in this directory were gleaned from promotional literature, instructional technology journals, and direct contact with the distributors. It is likely that a number of worthy items have been omitted by oversight, and it is certain that new resources are constantly being developed. We would welcome new listings for the next edition; please send information to:

Audiovisual Resources Directory
ERIC Clearinghouse on Information Resources
School of Education, Syracuse University
Syracuse, N.Y. 13210

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CONCERN (16mm film)
27 min, b & w

Bill Cosby talks straight from his heart about educational process and educational technology. A sincere, insightful look at education and total personal development, CONCERN bridges the gap between student and teacher and reinforces the urgency of utilizing media and technology toward the expansion of individual perception.

AECT, 1971 Rental $15.00

CONVERSATIONS WITH DOERS--NOT DOUBTERS (audiocassette)

A 48-cassette series, available as single cassettes or in groups of 12, 24, 36, or 48. Edited by Gabriel D. Ofiesh, these conversations, recorded before audiences at the National Educational Technology Conference, explore a large number of important areas of the field of educational technology. Guests include many of the leading figures of the educational technology movement.

1. Individualized Instruction, Student Freedom and Educational Technology--Charles W. Slack
2. Innovation and Change in Education--Paul Friesen
3. Development and Use of Instructional Materials with Decision Trees--G.B. Krishnamurty
4. Instructional Technology: Where Have We Been? Where Are We Going?--William A. Deterline
5. Simulation and Gaming in Curriculum Development--Clark C. Abt
6. Research and Evaluation Issues in Educational Technology/New Designs in Education--Robert Heinich
7. Institutional Renewal: Producing Change in the Community College Setting--Mayrelee Newman
8. Training Teachers in the Use of Contingency Management Techniques--Lanny Morreau
9. Issues Needing Attention in the Technology of Education--M. Creet and Gabriel D. Ofiesh (a discussion)
10. An Innovator's View of Accountability--Background and Current Trends--Albert V. Mayrhofer
11. Introducing Educational Technology to the Educational Systems of Latin America--Mary Ann Cusack
12. A Demonstration Program in Computer Assisted Instruction--Catherine Morgan and B. Jean Wastler
13. Issues in Programmed Instruction--Robert E. Silverman
14. Overcoming the Resistance to Innovation in Higher Education--Richard I. Evans
15. Problems in the Development of Instructional Technology Materials--George L. Gropper

CONVERSATIONS...continued

16. Algorithm Theory and the Teaching-Learning Process--Felix F. Kopstein
17. The Future of Educational Research and Development--Roger E. Levien
18. Videocassettes in Education--George N. Gordon and Irving A. Falk
19. The Systems Approach in the Solution of Problems in Education--Robert Corrigan and Betty Corrigan
20. Application of Computer Technology in Teaching and Learning--Karl L. Zinn
21. The Technique of Group-Programming--Rao Machiraju
22. The Potential of the Videocassette in Continuing Education--Stanley C. Gabor
23. Educational Systems Engineering--Leonard C. Silvern
24. The Evaluation of Educational Products--P. Kenneth Komoski
25. The Computer, Instructional Materials and the Instructional Process--C. Victor Bunderson
26. A Practical View of School System Innovation--Donald W. Johnson
27. The Computer and Information Science: Present and Future--Paul W. Howerton
28. Dial-Access Information Retrieval Systems--Ira Perelle
29. Computer Innovation in Education--Andrew R. Molnar
30. System Technology and Educational Accountability--Alexander Schure
31. Individualized Instruction, the Open Classroom and Educational Technology--Paul Kahn
32. Behavioral Objectives and Competency Based Education--Richard W. Burns
33. Instructional Delivery Systems for Individualized Learning--Philip G. Kapfer
34. Using Multimedia Self-Instructional Materials for Paraprofessional Training--Lois D. Anderson
35. Significant Issues in the Design of Learning Systems--Donald Cook
36. Problems in the Educational Use of Copyrighted Materials--David Engler
37. Special Education and Educational Technology--William D. Jackson
38. Change and Innovation in the Schools--Ronald G. Havelock
39. Instructional Development in Higher Education--John Haney
40. Instructional Systems Development--F. Coit Butler
41. Training Technology: Progress and Prospects--Geary Rummler
42. A Modular, Multimedia System for Data Processing Training--Barbara Jones
43. The Military and Educational Technology; and Problems in the Design of Instructional Systems--Robert Gerry
44. Applying Behavioral Psychology to the Instruction Process--Francis Mechner
45. Managing Educational Change--Glen F. Ovard
46. Information Sources for Innovative Educators--Don Coombs

CONVERSATIONS...continued

47. Prospects for Educational Technology--Robert T. File
48. Instructional Television and the Redesign of Schooling--Michael Dempsey

EDTECH	Purchase - each	$ 7.00
	12 with album	74.95
	24 with 2 albums	134.95
	36 with 3 albums	189.95
	Set	239.95

EDUCATION, TECHNOLOGY AND VALUES (reel-to-reel audiotape or audiocassette)
30 min

Impact of new technology on education--its practices, theories, and goals--including the use of computers, ETV, tape cassettes, and other media.

CBC, 1971 Purchase $9.00

INFORMATION SOURCES IN EDUCATIONAL TECHNOLOGY, PARTS 1 and 2 (reel-to-reel audiotape or audiocassette)

Recorded session at AECT National Convention featuring W. T. Brandhorst, Leslie Greenberg, Glenn McMurray, James Fellows, and others.

NCAT, 1971	Purchase - audiotape	$ 9.00
	Purchase - audiocassette	10.00

AN INTRODUCTION TO EDUCATIONAL TECHNOLOGY (audiocassette)

A series of 24 cassettes providing a thorough introduction to the field of educational technology. Available as single cassettes or in groups of 12 (with an album) or 24 (with two albums). All cassettes except numbers 5 and 11 are announcer-narrated.

1. Educational Technology as Technique--Robert M. Gagne
2. Educational Technology as Technology--Robert Heinich
3. The Continuing Confusion About Technology and Education--P. Kenneth Komoski
4. Educational Technology as Instructional Design--Robert Glaser
5. Tomorrow's Educational Engineers--Gabriel D. Ofiesh
6. The Meaning of Instructional Technology--An Operational Analysis--Eldon J. Ullmer
7. The Impact of Educational Technology--Francis Keppel
8. Who is the Educational Technologist--And Where Is He?--Charles W. Slack
9. Two Kinds of Technology--Robert E. Silverman
10. Man, Ritual, The Establishment and Instructional Technology--Charles F. Hoban
11. Cybernetic Pedagogy--T. C. Helvey

AN INTRODUCTION...continued

12. The Secrets We Keep from Students--William A. Deterline
13. Teacher and Technology-As-Media or Technology-As-System: Implications for Teacher Training--Philip W. Tiemann and Susan M. Markle
14. Trouble at Castle Perilous: Applying Media and Technology to Instruction--Charles A. Wedemeyer
15. Technology Confronts the Instructor--Arthur M. Cohen and Florence B. Brawer
16. Quality Control in the Public Schools--Elizabeth C. Wilson
17. The Tools of Instructional Technology--Frederick G. Knirk and Mary C. Ware
18. Educational Technology: Its Scope and Impact--Klaus Hinst
19. Problems and Solutions in Developing In-House Educational Technology Capability--C. S. Lineberry
20. Technology and Freedom--Kenneth H. Silber
21. Open Education: Some Tasks for Technology--Lauren B. Resnick
22. Toward Improved Rigor in the Design of Curriculum--G. L. Oliver
23. Application of Psychology to Educational Technology--Lawrence M. Stolurow
24. The End of an Era in American Education-Educational Technology Today--George N. Gordon

EDTECH	Purchase - each	$ 7.00
	Any 12 with album	74.95
	Entire set	134.95

OUR NEXT FIFTY YEARS: A TIME OF PROMISE (9973-02) (reel-to-reel audiotape or audiocassette)
75 min

Recorded session of 1973 AECT National Convention featuring Philip Lewis.

NCAT, 1973 Purchase $9.00

PLANNING, ORGANIZING AND MANAGING LEARNING SUCCESS (reel-to-reel audiotape or audiocassette)
80 min

Recorded session of 1973 AECT National Convention featuring Roger Kaufman.

NCAT, 1973 Purchase $9.00

UNDERSTANDING EDUCATIONAL TECHNOLOGY (filmstrip or audiocassette) color

A nontechnical explanation of the domain of educational technology based on AECT's new definition statement. Suitable for audiences without extensive background in educational communications and technology.

AECT, 1977	Purchase - AECT member	$19.95
	Purchase - nonmember	24.95

USING NEW TECHNOLOGY IN EDUCATION (reel-to-reel audiotape or audiocassette)
28 min

A close look at the rapid rise of technology and information transmission and the pros and cons; coping with the knowledge explosion through computers and time-compressed speech; relationships between technology and educational purpose.

NCAT	Purchase - audiotape	$3.10
	Purchase - audiocassette	3.60
	plus BFA royalty	1.00

VARIED ASPECTS OF EDUCATIONAL TECHNOLOGY (audiocassette)

A series of 35 cassettes covering most important areas of educational technology. These cassettes are available only as single cassettes (no albums).

1. Toward a Comprehensive Framework Unifying All Systems of Counseling--H. Jon Geis
2. Performance Contracting for Public Schools--James C. Gillis
3. The Failure of Educational Evaluation--Egon G. Guba
4. Mass Media and Communication--Charles A. Siepmann
5. The God of Complexity--John W. Loughary
6. Why CAI Must Fail!--Felix K. Kopstein
7. The Trouble with Training Today--Donald A. Young
8. Training the Disadvantaged for Jobs--Alan L. Hanline
9. Toward a Redefinition of Teacher Education--Dwight W. Allen and Robert Mackin
10. Job Description for a Teacher in a New School--Joseph I. Lipson
11. Behavioral Objectives in Education--William Clark Trow
12. Educational Innovation, the Profession of Education and the Art and Science of Teaching--Gabriel D. Ofiesh
13. What Media Am Not--A Reconstruction of the Obvious--George N. Gordon
14. Creativity--Bridge Between Thinking and Feeling--Frank E. Williams

VARIED ASPECTS...continued

15. Televised Instruction: Where Do We Go From Here?--James J. Zigerill
16. Educational Innovation and Basic Needs--Norman D. Kurland
17. The Effects of Classroom Structure on Academic Performance and Achievement Motivation--Alfred S. Alschuler
18. Programmed Instruction and the Act of Teaching--Richard W. Burns
19. The Politics of Educational Objectives--Charles W. Slack
20. The Truth About Computer Assisted Instruction--Charles W. Slack
21. Accounting for our Stewardship of Public Education--Leon Lessinger
22. Factors to Consider in Preparing Performance Contracts for Instruction--Albert V. Mayrhofer
23. Using Intrinsic Motivation to Teach Young Children--J. McV. Hunt
24. The Impact of Mass Media on Curricula--Richard Budd
25. The Contemporary College Library: Change by Evolution or Revolution?--Donald P. Ely
26. Self-Growth and Self-Enhancement Through Technology--John Henry Martin
27. The Budding Innovation Versus the Baby in the Bath Water--Sidney J. Drumheller
28. Applied Accountability--William A. Deterline
29. Behavioral Objectives in Music Education--Miriam B. Kapfer
30. Other Secrets We Keep from Students--William A. Leterline
31. The Impact of Technology in Education--Norman D. Kurland
32. It's a Word, It's A Name It's...an Educational Technologist--George L. Geis and Jan Klaassen
33. A Taxonomy for Decision-Making in Individualized Instruction--Donald T. Tosti and N. Paul Harmon
34. Relevant Curriculum Development--Clark C. Abt
35. Toward the New Learning Centers--Gabriel D. Ofiesh

EDTECH	Purchase - each	$ 7.00
	Any 12	69.95
	Any 24	129.95
	Set	169.95

APPLICATIONS OF EDUCATIONAL TECHNOLOGY IN DENTISTRY, MEDICINE AND NURSING (audiocassette or audiotape)

Recorded session at the AECT National Convention featuring James Landreth, Greg Trzebiatowski, Richard Jennings, Gerry Mendelson, and Ronald Richards.

NCAT, 1971 Purchase - audiotape $ 9.00
Purchase - audiocassette 10.00

BEHAVIORAL OBJECTIVES IN EDUCATION (audiocassette)

A series of 12 cassettes examining essential elements of the use of behavioral objectives in education. Available as single cassettes or as an album with 12 cassettes. These 12 cassettes are announcer-narrated.

1. Behavioral Objectives and the Curriculum Processor--Philip G. Kapfer
2. To Teach by Behavioral Objectives or Not?--Perry E. Rosove
3. Behavioral Objectives: An Even Closer Look--David T. Miles and Roger E. Robinson
4. Behavior Control: The Matter of Ethics--John M. Muchmore
5. The Theory of Expressing Objectives--Richard W. Burns
6. "Behavioral" Analysis of "Cognitive" Content--Susan M. Markle and Philip W. Tiemann
7. Instructional Design: After Behavioral Objectives What?--J. William Moore
8. Technology: Thee or Me? (Behavioral Objectives and the College Teacher)--Arthur M. Cohen
9. A Model for Instructional Objectives: Responsibilities and Advantages--Joseph R. Jenkins and Stanley L. Deno
10. Objectives-Based Accountability Procedures for Classroom Use--Rita B. Johnson
11. Writing Objectives for Programmed Instruction--Or Any Instruction--Mary B. Craik
12. Instructional Objectives in the Affective Domain--Mary B. Harbeck

EDTECH Purchase - each $ 7.00
Purchase - set 74.95

EDUCATIONAL TECHNOLOGY FOR THE EXCEPTIONAL CHILD (audiotape or audiocassette)

Recorded session at AECT National Convention featuring Elizabeth Ayre, Kenneth Cross, Sol Rohall, Glenn Pfau, and Charles Watts.

NCAT, 1971 Purchase - audiotape $ 9.00
Purchase - audiocassette 10.00

EDUCATIONAL TECHNOLOGY IN PRACTICE (audiocassette)

A 15-cassette series available only as single cassettes (no album), edited by Gabriel D. Ofiesh. These cassettes are conversations with educational technology leaders recorded in the field or at various educational meetings.

1. The Librarian and the Learning Resources Director--A Discussion led by Gabriel D. Ofiesh
2. Non-commercial Educational Television--Frederick Breitenfeld
3. Accountability in Vocational-Technical Instruction--James Straubel
4. Accountability in Junior College Education--John Roueche
5. Educational Communications Yesterday and Today--A Personal View--Maurice Mitchell
6. Britain's Open University and Educational Technology--Kevin Keohane
7. Behavioral Psychology, Instruction and Learning--Charles Ferster
8. Toward Cost-Effective Computer Assisted Instruction--Ken Stetten
9. Individualizing Mathematics Instruction Using a Learning Center Approach--Albert A. Ofiesh
10. New Media for Instruction in Nursing and the Health Fields--Nettie Hutchins
11. The Status of Educational Technology as a Field--Howard Hitchens
12. The Computer in Education--Where Are We Going?--Albert Hickey
13. Educational Technology in Developing Countries: Models for the United States--Robert M. Morgan
14. Personalized Systems of Instruction--Gilmour Sherman
15. Individualizing Instruction in the Community College--Richard Hagemeyer

EDTECH Purchase - each $ 7.00
Purchase - set 89.95

ELECTRONIC CLASSROOM (audiocassette or audictape) 135 min

Jeffrey Schrank, editor of Media Mex and audiovisual producer, discusses: Part I, Television (TV as a teacher of how to live); Part II, Media and Participation (manipulative effects of the media); and Part III, Film (keeping the film alive in education; conducting film discussions).

TMH, 1974 Purchase $19.95

FACILITIES DESIGN: GUIDELINES FOR CREATING A PROPER ENVIRONMENT FOR NEW INSTRUCTIONAL TECHNOLOGY (audiotape or audiocassette).

Recorded session at AECT National Convention featuring David Crossman, Alan Green, Robert West, and Ned Logan.

NCAT, 1971 Purchase - audiotape $ 9.00
Purchase - audiocassette 10.00

*INSTRUCTIONAL OBJECTIVES (filmstrip)
color, 3 filmstrips

Broad overview of instructional objectives, ways to categorize and formulate them, and pros and cons of stating objectives in behavioral terms.

BELM, 1973 Purchase $22.50

INSTRUCTIONAL TECHNOLOGY IN THE AIR FORCE ACADEMY (997159) (audiotape or audiocassette)

Recorded session at AECT National Convention featuring Ovid L. Bayless and Jay M. Sedlick.

NCAT, 1971 Purchase - audiotape $6.00
Purchase - audiocassette 7.00

MEDIA AND THE CULTURALLY DIFFERENT LEARNER--DETROIT DESIGNS (audiotape or audiocassette)

Recorded session at 1970 DAVI (now AECT) National Convention featuring George Crimes, Thomas Wilson, Barbara Wilson, William Grogan, and Arthur Jefferson.

NCAT, 1970 Purchase - audiotape $6.00
Purchase - audiocassette 7.00

MEDIATED PENAL ADULT BASIC EDUCATION (997161) (audiotape or audiocassette)

Recorded session at AECT National Convention featuring Duane H. Sackett.

NCAT, 1971 Purchase - audiotape $6.00
Purchase - audiocassette 7.00

AN OVERVIEW OF THE NATIONAL CENTER FOR EDUCATIONAL MEDIA AND MATERIALS FOR THE HANDICAPPED AND VIDEO APPLICATIONS/EVALUATION (audiotape or audiocassette)
83 min

Recorded session of 1973 AECT National Convention.

NCAT, 1973 Purchase $9.00

PROBLEMS OF URBAN EDUCATION (audiocassette)

A series of 12 cassettes exploring problems and proposed solutions in urban education. Available as single cassettes or as an album with 12 cassettes. All cassettes in this series are announcer-narrated.

1. The Failure of Inner City Schools--A Crisis of Management and Service Delivery--David Rogers

PROBLEMS...continued

2. Reforming Urban Education with Cost-Effectiveness Analysis--Clark C. Abt
3. Technology in the Urban Education Marketplace--Francis A. J. Ianni and Peter S. Rosenbaum
4. The Performance Contract: Turnkey Approach to Urban School System Reform--Charles L. Blaschke, Peter Briggs and Reed Martin
5. Changing Functions of Urban Schools: The Role of Industry--Simon Ramo and Leo E. Persselin
6. Selecting Objectives and Media for Urban Education--Leslie J. Briggs
7. Transforming Urban Life and Urban Education--Dennis L. Roberts
8. Urban Educational Planning and the Problems of Implementation--Corinne Rieder and Harry Davidow
9. Urban Simulations: New Aids to Teach and Learn About Cities--Peter House
10. Implications of Educational Changes and Resource Trends for Urban Planners--Robert J. Havighurst
11. Educational Facilities in the Urban Environment--T. C. Helvey
12. A Conjecture About the Future of the School--Perry E. Rosove

EDTECH Purchase - each $ 7.00
Purchase - set 69.95

TECHNOLOGY FOR THE PHYSICALLY IMPAIRED (9973-05) (audiotape or audiocassette)
75 min

Recorded session of 1973 AECT National Convention featuring Robert Weisgerber and Todd Eachus.

NCAT, 1973 Purchase $9.00

WRITING AND USING PERFORMANCE OBJECTIVES (transparencies)
15 transparencies & lecture notes

Detailed step-by-step writing of performance objectives in cognitive and affective domains.

LANSFORD, 1972 Purchase $145.95

WRITING BEHAVIORAL OBJECTIVES (transparencies)
15 transparencies & lecture notes

What is a behavioral objective? Why use them? What are different levels of usage? How can they increase student learning? This introductory set provides background for accompanying application sets.

LANSFORD, 1971 Purchase $145.95

INSTRUCTIONAL TECHNOLOGY IN PRACTICE

WRITING BEHAVIORAL OBJECTIVES: APPLICATION TO COLLEGE STUDENTS (transparencies)
10 transparencies & lecture notes

Examples appropriate to learning tasks and instructional objectives at the college level.

LANSFORD, 1972 Purchase $95.95

WRITING BEHAVIORAL OBJECTIVES: APPLICATION TO ELEMENTARY SCHOOL STUDENTS (transparencies)
10 transparencies & lecture notes

Behavioral objective writing for elementary school students and teachers.

LANSFORD, 1972 Purchase $95.95

WRITING BEHAVIORAL OBJECTIVES: APPLICATION TO HIGH SCHOOL STUDENTS (transparencies)
10 transparencies & lecture notes

Examples to suit learning tasks of high school students and instructional objectives of high school teachers.

LANSFORD, 1972 Purchase $95.95

POLITICAL, LEGAL & PHILOSOPHICAL ISSUES

ACCOUNTABILITY AND THE PERFORMANCE CONTRACT (audiocassette or audiotape)

Recorded session at AECT National Convention featuring Thomas Burns, David Engler, Reed Martin, William Pierce, and Charles Stafford.

NCAT, 1971 Purchase $10.00

*ALTERNATIVE AVENUES TO EDUCATIONAL ACCOUNTABILITY (filmstrip/audiocassette or audiotape)
30 min, color, sound

Distinguishes between personal, professional and public accountability (Popham).

VIMCET, 1972 Purchase $18.00

ARE YOU WORTH IT? FACING THE ACCOUNTABILITY QUESTION (audiocassette or audiotape)

From AECT convention session, Anaheim, Calif.

NCAT, 1976 Purchase - audiotape $3.25
Purchase - audiocassette 4.00

*BEHAVIORAL OBJECTIVES DEBATE (audiotape or audiocassette)
45 min

The Issue: The value of measurable instructional objectives. Pro: W. James Popham; Con: George F. Kneller, UCLA Professor of Educational Philosophy; Moderator: John I. Goodlad, Dean of the UCLA Graduate School of Education. Professors Kneller and Popham engage in a no-holds-barred debate regarding the strengths and weaknesses of measurable instructional objectives. Dean Goodlad provides a background for the major issues. An audience question and answer session concludes the 45 minute recording. Taped live.

VIMCET Purchase $10.00

THE CHANGING ROLE OF THE FEDERAL GOVERNMENT IN EDUCATION (audiocassette or audiotape)
60 min

Recorded session of 1973 AECT National Convention featuring Orval Hensen.

NCAT, 1973 Purchase $6.00

COPYRIGHT: NEW LAW, NEW DIRECTIONS (filmstrip, audiocassette, script and booklet)
color

Outlines the high points of the new Copyright Law, particularly its impact on teachers, media specialists and librarians; jointly developed with the National Audio-Visual Association.

AECT, 1977 Purchase - AECT member $18.95
Purchase - nonmember 22.95

EDUCATIONAL ACCOUNTABILITY SERIES (videocassette or reel-to-reel audiotape)
15 tapes, 30 min each

With Dr. Ron Anderson. Titles: Introduction to Accountability; Sources in the Accountability Movement; Manifestations of the Movement; Accountability Issues; Overview of the Accountability Process; Community Involvement; Establishing Goals; Objectives in Education Parts I and II; Management Systems in Education; Program Evaluation Parts I, II and III; Reporting and Disclosure; Accountability in Action.

UCOLEMC Rental — $15.00
1/2" EIAJ purchase 37.00
3/4" videocassette 43.00
1" IVC tape 47.00

FEDERAL ACTIVITIES AFFECTING MEDIA PROGRAMS (audiotape or audiocassette)

Recorded session at 1970 DAVI (now AECT) National Convention featuring Robert Snider, Harold Wigren, and Donald Mikes.

NCAT, 1970 Purchase - audiotape $6.00
Purchase - audiocassette 7.00

MEDIA SEMINAR ON MEDIA COST-EFFECTIVENESS (audiotape or audiocassette)

Recorded session at 1970 DAVI (now AECT) National Convention featuring Robert Seidel, Andrew Molnar, John Lang, Peter Essef.

NCAT, 1970 Purchase - audiotape $11.00
Purchase - audiocassette 12.00

THE PROSPECTS FOR A LEARNING SOCIETY (audiocassette) 25 min

If a "trained incapacity to think" is the result of university study, says educator Robert M. Hutchins, its structure and purposes bear re-examination. In this address, he draws a clear distinction between a society "in training," which aims at the performance of prescribed tasks by prescribed methods, and a "learning society," which aims at understanding and a high level of critical consciousness.

CSDI, 1971 Purchase $8.50

*THE TEACHER AND ACCOUNTABILITY (audiotape or audiocassette)

Professor Robert E. Stake of the University of Illinois focuses on specific roles of the classroom teacher in helping a school be accountable. Dr. Stake's remarks are particularly relevant for those concerned with educational accountability.

VIMCET Purchase $10.00

TO STEAL OR NOT TO STEAL--THAT IS THE COPYRIGHT QUESTION (9973-35) (audiotape or audiocassette) 75 min

Recorded session of 1973 National Convention.

NCAT, 1973 Purchase $9.00

ALSO SEE: Accountability in Junior College Education, page 4

Accountability in Vocational-Technical Instruction, page 4

Applied Accountability, page 3

An Innovator's View of Accountability--Background and Current Trends, page 1

The Politics of Educational Objectives, page 3

Rogers/Skinner Debate on Education and the Control of Human Behavior, page 14

Systems Technology and Educational Accountability, page 1

INTERNATIONAL APPLICATIONS

CARRYING EDUCATIONAL COMMUNICATIONS AND TECHNOLOGY TO THE PACIFIC ISLANDS (audiocassette or audio tape) 80 min

Recorded session of the 1973 AECT National Convention featuring George Klein, Lillian Lum, and Milton Demello.

NCAT, 1973 Purchase $9.00

A COMMUNICATION STRATEGY FOR DEVELOPMENT (16mm film or videocassette) 28 min, color

A COMMUNICATION...continued

Documents the Indian Satellite Instructional Television Experiment (SITE) that began on August 1, 1973 and ran for one year. The satellite programming was designed for both in-school and out-of-school education. The film discusses the purposes of SITE, and shows programs being recorded and watched in villages and schools.

GPN, 1978 Purchase - film - approx. $350.00

INTERNATIONAL APPLICATIONS

EDUCATIONAL MEDIA IN THE USSR (audiotape or audiocassette)

Recorded session at 1970 DAVI (now AECT) National Convention featuring Herbert Lawrence, Melvin Shaffer, Ruth Cornfield and Ruth Machula.

NCAT, 1970 Purchase - audiotape $6.00
Purchase - audiocassette 7.00

EDUCATIONAL MEDIA IN THE USSR (audiotape or audiocassette)

Recorded session at AECT National Convention featuring Idabelle Huston, Amy Ackerman, Ralph Denkard, Jean Dyer, and William Hetzer.

NCAT, 1971 Purchase - audiotape $6.00
Purchase - audiocassette 7.00

THE INDIVIDUAL & FUTURE GLOBAL EDUCATIONAL TECHNOLOGY: SOCIAL JUSTICE, ECONOMIC WELFARE AND PARTICIPATION (audiotape or audiocassette)
105 min

Recorded session of 1973 AECT National Convention featuring Josef Margolin, O. W. Markley, and Robert Travers.

NCAT, 1973 Purchase $12.00

INNOVATIVE INTERNATIONAL PROJECTS (audiotape or audiocassette)

Recorded session at AECT National Convention featuring Ella Harllee, Roger Wolcott, Cecilia Roman DeRivera, and others.

NCAT, 1971 Purchase - audiotape $ 9.00
Purchase - audiocassette 10.00

MEDIA PROGRAMS AND INTERNATIONAL AGENCIES (audiotape or audiocassette)

Recorded session at 1970 DAVI (now AECT) National Convention featuring Anna Hyer and Robert Wagner.

NCAT, 1970 Purchase - audiotape $6.00
Purchase - audiocassette 7.00

TOOLS OF EDUCATION (audiotape or audiocassette)
15 min

The hunger for education in emerging countries and the roles of various media (e.g., tape, film, discs, radio, and TV) in meeting these needs.

NCAT, 1973 Purchase - audiotape $2.40
Purchase - audiocassette 2.90
plus BFA royalty 1.00

UNIVERSITY CONTRIBUTION TO WORLD DEVELOPMENT THROUGH THE NEW MEDIA--A LOOK AT ACCOMPLISHMENTS, WEAK SPOTS, AND THE CHALLENGE AHEAD (997133) (audiotape or audiocassette)

Recorded session at AECT National Convention featuring Elliot Cooley, Warren Stevens, Charles Schuler and Walter Wittich.

NCAT, 1971 Purchase - audiotape $ 9.00
Purchase - audiocassette 10.00

UNIVERSITY UTILIZATION OF EDUCATIONAL COMMUNICATIONS AND TECHNOLOGY: CASE HISTORIES FROM EUROPE AND LATIN AMERICA (9973-36) (audiotape or audiocassette)
90 min

Recorded session of 1973 National Convention featuring Jan Varossieau, Charles Buffington and Richard Kent Jones.

NCAT, 1973 Purchase $9.00

USE OF RADIO AND TELEVISION IN JAPANESE EDUCATION (audiotape or audiocassette)
30 min

Detailed description of aggressive, cooperative use of radio and TV for school and adult education, through Japan's public corporation for broadcasting (NHK), the world's foremost endeavor in this area.

NCAT Purchase - audiotape $3.10
Purchase - audiocassette 3.60
plus BFA royalty 1.00

ALSO SEE: Britain's Open University and Educational Technology, page 4

Educational Technology in Developing Countries: Models for the United States, page 4

Introducing Educational Technology to the Educational Systems of Latin America, page 1

COMMUNICATION

AAARK-SOMETHING ABOUT COMMUNICATION (16mm film)
18 min, color, sound

Defines communication and elaborates on art of communicating. Highlights ways of getting ideas across to others. Covers personal problems involved in communicating to others. Shows individual involvement as key to opening new vistas. Recognizes vast field of human knowledge and cites communications as only means of narrowing the information gap.

NAVC, 1969 Purchase $104.50

COMMUNICATION (filmstrip)
15 min, color

Survey of communication methods including letter writing, telephone, protest signs, movies, TV, tape recorders, signs, lights, and others.

UMM, 1973 Purchase $9.95

COMMUNICATION (transparencies)

Communication roles, flow of human communication, group communication, human communication transaction, communication and learning theory, barriers to communication, audience response, mass communication model, and persuasion and attitude control.

LANSFORD, 1973 Purchase $105.95

COMMUNICATION CONFERENCE (16mm film)
31 min, b & w

Influence of conceptual factors in interpretation of media and changing role of the teacher brought about by instructional technology.

OHIO, 1967 Rental $ 12.50
Purchase 160.00

COMMUNICATION LECTURES (audiocassette)
50 min each, 4 cassettes

Four lectures, each 50 minutes, student handbook, and test booklet. Audience Analysis. The Communication Process. Human Listening. Persuasion and Attitude Change.

LANSFORD, 1973 Purchase $59.95

COMMUNICATIONS MODEL (16mm film)
30 min, b & w

How a message is delivered and the different ways it can be received. Explores the whole of the perceiver, and demonstrates that the efficient message-deliverer must take steps to keep the perceiver's attention.

COMMUNICATIONS...continued

INDIANA, 1966 Rental $ 9.50
Purchase 165.00

HIDDEN COMMUNICATION BARRIERS (transparencies)

Critical ethnic, ghetto, and cross-cultural protective mechanisms that frustrate communication efforts.

LANSFORD, 1973 Purchase $145.95

INFORMATION AND COMMUNICATION THEORY (transparencies)
10 transparencies, wallchart & lecture notes

Transparencies explore basic communication processes, levels of communication analysis, the communication sequence, outlines of information theory and communication theory. A wallchart tracing development of communication arts in America is included.

LANSFORD, 1973 Purchase $95.95

THE INFORMATION EXPLOSION (16mm film)
34 min, b & w

How the new flood of information may be stored, duplicated, transferred and distributed, and how this information affects the lives of our children.

OHIO, 1967 Rental $ 12.50
Purchase 190.00

LANGUAGE, SIGNS, AND SYMBOLS: HOW MAN COMMUNICATES (multimedia kit)
160 slides, 2 audiocassettes, 2 LP recordings, & teacher's guide

Man's continuing efforts to express his thoughts and feelings to others, ending with today's attempts at international sign language.

CHUM, 1974 Purchase $124.50

MANAGEMENT COMMUNICATION SKILLS (transparencies/audiocassette)
10 transparencies & 2 cassettes, 30 min each

Considers essentials of good interpersonal communication--up, down, and laterally--within the context of a business organization.

LANSFORD, 1974 Purchase $169.95

MEDIA AND MEANING: HUMAN EXPRESSION AND TECHNOLOGY (multimedia kit)
160 slides, 2 audiocassettes, 2 LP recordings & teacher's guide

COMMUNICATION

MEDIA...continued

Focusing on the changing nature of human expression as technology extends our ability to communicate rapidly, the program explores various media--print, projected image, sound, multi-media.

CHUM, 1974 Purchase $124.50

NON VERBAL COMMUNICATION (transparencies)
15 transparencies

Importance of nonverbal communication; aspects of grooming, mannerisms, and gestures; and audio, tactile, and visual cues about double messages or games.

LANSFORD, 1973 Purchase $145.95

PERSON TO PERSON COMMUNICATION (16mm film)
14 min, color

The importance of listening to determine unspoken factors that affect communications in a management situation. The factors are:
--Assumptions--what is being taken for granted.
--Viewpoints--how each person's own perception of a situation affects its meaning.
--Feelings--emotions that affect thinking and get in the way of understanding.

RTBL, 1968 Rental $ 45.00
Purchase 250.00

THE PROCESS OF COMMUNICATION (16mm film)
46 min, b & w

Animated theoretical model of the communication process with examples from industry, military, and education.

OHIO, 1967 Rental $ 12.50
Purchase 225.00

THAT YOU MAY KNOW (audiotape or audiocassette)
15 min

Varied means of communication from individual to mass communication.

NCAT Purchase - audiotape $2.40
Purchase - audiocassette 2.90

VISUAL COMMUNICATION (transparencies)
15 transparencies

Special human messages, such as individual gait, quiet avoidances, visual search and response, handwriting, and living environments.

LANSFORD, 1973 Purchase $145.95

ALSO SEE: Perception and Communications, page 11.

DALE'S CONE OF EXPERIENCE (audiocassette or audiotape)
12 min

Edgar Dale's cone of experience which explains the interrelationships of media in teaching experiences--from direct and purposeful to abstract.

NCAT	Purchase - audiotape	$2.40
	Purchase - audiocassette	2.90

HOW DOES A PICTURE MEAN? (filmstrip & teacher's guide)
b & w

Discusses the elements of meaning in a picture and how these elements are composed for the purpose of intentional communications. Especially recommended for grades 6-12.

AECT, 1968	Purchase - AECT member	$12.95
	Purchase - nonmember	16.95

LEARNING TO SEE AND UNDERSTAND: DEVELOPING VISUAL LITERACY (slides/audiocassettes)
160 slides, 2 audiocassettes

Endeavors to help students learn to "read" pictures, to see pictorial sequences as language, and to discriminate among a surfeit of visual images.

CHUM, 1972	Purchase	$124.50

MAKING SENSE VISUALLY (filmstrip & teacher's guide)
color, 77 frames

Basic ideas and vocabulary of visual literacy, such as body language, symbol and object language, encoding and message carriers. Suitable for grades 5-12.

AECT, 1969	Purchase - AECT member	$12.95
	Purchase - nonmember	16.95

PERCEPTION AND COMMUNICATION (16mm film)
32 min, b & w

How human perceptions affect the communication process; introduces cognitive and transactional theories of perception.

OHIO, 1967	Rental	$ 12.50
	Purchase	165.00

PERCEPTION: STRUCTURE OR FLOW (16mm film)
15 min, color

Discusses a child's perception of his world, language as a tool, visual order, time, space, technology, and man's importance in a world of sophisticated machines. Produced by the National Film Board of Canada.

PARAMOUNT, 1972	Rental	$ 30.00
	Purchase	255.00

PERSPECTIVE: EDGAR DALE (16mm film)
20 min, color

An informal and revealing insight into this noted educator detailing some of his philosophies and life works. The viewer gets a chance to meet the man.

OHIO, 1974	Rental	$ 8.00
	Purchase	150.00

PRINCIPLES OF PERCEPTUAL ORGANIZATION (transparencies)
14 transparencies & lecture notes

Material demonstrates how visual information becomes organized and meaningful by central nervous system processes. Principle of organization and Gestalt principles of similarity and proximity are demonstrated.

LANSFORD	Purchase	$139.95

SENSORY WORLD (16mm film)
33 min, color

Unusual animation sequences demonstrate how the eyes, ears, touch, and the proprioceptive systems work. M.I.T.'s Dr. Jerome Lettvin and Wilder Penfield of the Montreal Neurological Institute discuss their research in physiological psychology.

MGH, 1971	Rental	$ 38.00
	Purchase	425.00

SOUND AND SOUND PERCEPTION (transparencies/audiocassette)
10 transparencies, 1 audiocassette & lecture notes

Transparencies cover the nature and characteristics of sound perception.

LANSFORD	Purchase	$115.95

TELL ME WHAT YOU SEE (filmstrip/audiocassette)
11 min, 35mm, audiocassette

Visual literacy in action: visual communication skills used by school children as a bridge to verbal and print communication skills.

AECT, 1975	Purchase - AECT member	$16.95
	Purchase - nonmember	19.95

UNDERSTANDING VISUAL FORMS (slide set)
134 slides, teacher's manual, student project book

Establishes a basic visual vocabulary enabling students to see how the world can be understood in purely visual terms. Slides are grouped into twelve categories of form beginning with flat and textured surfaces, reliefs and environmental forms, and continuing through

PERCEPTION AND VISUAL LITERACY

UNDERSTANDING...continued

monolithic, concave, penetrated, planar and linear forms.

VANNR Purchase $40.00

VISUAL COMMUNICATION IS SPECIAL EDUCATION (audiotape or audiocassette)

From AECT convention, Anaheim, California.

NCAT, 1976 Purchase - audiotape $6.50
Purchase - audiocassette 7.50

A VISUAL FABLE (filmstrip, 35mm, reel-to-reel audiotape or audiocassette)
color, sound

For administrators and teachers establishing or expanding visual literacy programs. Shows the development of visual literacy in an individual, and gives a philosophy of visual communication and its implications for curriculum change.

AECT, 1974 Purchase - AECT member $16.95
Purchase - nonmember 19.95

VISUAL LITERACY PROGRAM (997128) (audiotape or audiocassette)

Recorded session at AECT National Convention featuring John Debes, Dennis Kett and Albert Stahl.

NCAT, 1971 Purchase - audiotape $6.00
Purchase - audiocassette 7.00

VISUAL LITERACY PROGRAM, SESSION 2 (997136) (audiotape or audiocassette)

Recorded session at AECT National Convention featuring Grace Lacy, Samuel Ross, Jr., Robert Whittsitt, and Robert Fransecky.

NCAT, 1971 Purchase - audiotape $6.00
Purchase - audiocassette 7.00

VISUAL LITERACY PROGRAM, SESSION 3 (997144) (audiotape or audiocassette)

Recorded session at AECT National Convention featuring Robert Hedges, Mike Lasser, Bruce Phillips, Lawrence Warshaw, and Robert Nicholetti.

NCAT, 1971 Purchase - audiotape $ 9.00
Purchase - audiocassette 10.00

VISUAL LITERACY THROUGH CARTOONING (audiotape or audiocassette)

From AECT convention, Anaheim, California.

NCAT, 1976 Purchase - audiotape $6.50
Purchase - audiocassette 7.50

VISUAL PERCEPTION: CHARACTERISTICS AND LIMITATIONS (transparencies)
17 transparencies & lecture notes

Individuals' perceptions often depend to a large extent on the context in which objects or situations are viewed. Illusions and samples of perceptual effects are illustrated and explained.

LANSFORD, 1971 Purchase $149.95

LEARNING AND MOTIVATION

CHANGING MOTIVATION (16mm film)
25 min, b & w

John Bynner, Lecturer in Educational Studies at the British Open University, introduces and analyzes three strategies for changing motivation in learners.

OPENU Purchase $225.00

COGNITIVE DEVELOPMENT (16mm film or videocassette)
20 min, color

Piaget's maturational stages of development and their practical implications are contrasted with learning-based theory and practices. Animation

COGNITIVE...continued

and special effects depict child's growth through formal operations.

MGH, 1973 Rental - 16mm only $ 35.00
Purchase 295.00

THE CONDITIONED SCHOLAR (audiocassette)
28 min

Behaviorist B. F. Skinner tells how operant conditioning techniques can help provide better education faster. Among its positive contributions in education, he says, are clarification of the goals of the teacher, improvements

THE CONDITIONED...continued

through programmed instruction, and reduction of truancy and misbehavior through contingency management in the classroom.

CSDI, 1972 Purchase $8.50

DEVELOPMENT (16mm film or videocassette)
33 min, color

This film examines the stages of growth from birth through adolescence, introducing the concept of human psychological development and the investigators of the phenomenon, their milieus, methods and findings.

MGH, 1971 Rental - 16mm only $ 35.00
Purchase 295.00

EDUCATIONAL PSYCHOLOGY: DEVELOPMENT PROCESS-SET I (transparencies)
EDUCATIONAL PSYCHOLOGY: DEVELOPMENT PROCESS-SET II (transparencies)
Each set includes 10 transparencies & lecture notes

This transparency set illustrates emotional, physical, social and cognitive development of adolescents as well as showing stages of personal and moral development. May be used as an overview of educational psychology.

LANSFORD, 1970 Purchase - each set $95.95

THE GENESIS OF LEARNING (audiocassette)
20 min

The work and ideas of J. McV. Hunt in the field of intrinsic motivation and compensatory education.

OPENU Purchase $15.00

INFORMATION PROCESSING (16mm film or videocassette)
28 min, color

Cognitive psychologist Donald A. Norman and comedian David Steinberg use a cocktail party to reveal the basic principles and far reaching ramifications of human information processing.

MGH, 1971 Rental - 16mm only $ 38.00
Purchase 425.00

JOSH'S FILE (16mm film)
25 min, color

This play provides discussion material in the area of motivation and enables students to relate theories of motivation to a real life situation.

OPENU Purchase $450.00

LEARNING (16mm film)
30 min, color

This film includes laboratory demonstrations of the ways in which humans and animals react to various stimuli along with a silent film sequence that shows classically conditioned fear in a child, operant reinforcement, generalization, and ultimate extinction in the adult. Discussions by B. F. Skinner, Lewis Lipcott, and David C. McClelland.

MGH, 1971 Rental $ 38.00
Purchase 425.00

LEARNING THEORY (Series) (audiocassette)
16 min each, 12 audiocassettes

Each cassette provides the teacher with a one-hour discussion on an aspect of learning theory. Handouts and test items are included with each cassette.

A--B. F. Skinner
B--Edward L. Thorndike
C--Edwin R. Guthrie
D--Ivan P. Pavlov
E--Edward C. Tolman
F--Gestalt Psychology
G--Clark L. Hull
H--Neurophysiology
I--Jean Piaget
J--Implications of Learning Theory for Education
K--Implications of Learning Theory for Child Rearing
L--Advice to Parents on Raising Children
M--Philosophy of Science
N--What is Personality?
O--Sigmund Freud
P--Erick Erickson

LANSFORD, 1971-77 Purchase - each $21.95

MOTIVES AND THE MATURE LEARNER (audiocassette)
20 min

About the work of students and tutors in an adult literacy scheme in North Bedfordshire. The aim is to provide material which would seem to be amenable to explanation in terms of motivation theory as it applies to learning, to see how well the theory fits the real situation.

OPENU Purchase $15.00

MOTIVATION THEORY FOR TEACHERS, PART II
28 min, b & w

"How to Get Johnny's Intellectual Motor Started"--A discussion of the six variables subject to control by the teacher which influence motivation. After viewing, a teacher should be able to apply motivation theory in daily classroom practices.

UTEX, 1969 Rental $8.00

LEARNING AND MOTIVATION

*PERCEIVED PURPOSE (filmstrip/audictape or audiocassette)
30 min, color

Four techniques are described for increasing student motivation. (Popham)

VIMCET, 1967 Purchase $18.00

REWARDS AND REINFORCEMENTS (16mm film)
26 min, b & w

Points to problems of providing motives for learning in economically underprivileged children--behavior may have to be reinforced with material objects such as candy, money or clothes. Includes Fact Sheet.

INDIANA Rental $ 9.50
Purchase 165.00

RIGHT AND LEFT-HANDED VALUES (16mm film)
29 min, color

Introduces teachers to new theories about the right and left hemispheres of the brain, which controls what, which dominates, and what this research has to do with values and morality.

MEDIA5, 1977 Rental $ 45.00
Purchase 375.00

THE RISE OF RIGHT-HANDED PEOPLE: THE PSYCHOLOGY OF CONSCIOUSNESS (audiocassette)

Robert E. Ornstein's work suggests that each side of our brain is capable of a different kind of thought. The left is the logician, the right is the artist.

LANSFORD, 1977 Purchase $15.95

ROGERS/SKINNER DEBATE ON EDUCATION AND THE CONTROL OF HUMAN BEHAVIOR (audiocassette)
6 cassettes, printed commentary

Exploration into the issues between Rogers and Skinner, and insights into their differing views on free will, the causes of behavior, the importance of mental events, the effects of environment, and the goals of psychology.

LANSFORD, 1977 Purchase $66.95

*SELF-MOTIVATED ACHIEVER (16mm film)
28 min

Dr. David McClelland discusses his research on the achievement motive; problems of identifying individuals with a high need for achievement; how to deal with them when they are discovered in an organization. Case problems dramatized.

MSU Rental $9.50

SKINNERISM (audiocassette)
10 audiocassettes

Deals with the analysis of behavior. B. F. Skinner talks on eight of the 10 tapes. Titles include: Work of B. F. Skinner; Interview with B. F. Skinner; Skinner on Skinnerism; Beyond Freedom What?; Conditioning in Practice: The Evolution of a Culture; Pigeons and People; Conditioning Toward Extinction; Skinnerism at Work; The Conditioned Scholar.

LANSFORD, 1973 Purchase $105.95

WHAT DO YOU THINK? (16mm film)
34 min, color

A demonstration of the three major stages of cognitive development in children from four to eleven. Dr. David Elking leads a discussion with six children in which they reveal some of their concepts about the physical, moral, and religious worlds.

PARAMOUNT, 1973 Rental $ 50.00
Purchase 495.00

ALSO SEE: Application of Psychology to Educational Technology, page 2

Applying Behavioral Psychology to the Instructional Process, page 1

Behavioral Psychology, Instruction and Learning, page 4

The Effects of Classroom Structure on Academic Performance and Achievement Motivation, page 3

Using Intrinsic Motivation to Teach Young Children, page 3

ALL ABOUT ERIC (slide or filmstrip/audiocassette)
12 min, sound

Introduces the scope and functions of the Educational Resources Information Center of the U. S. Office of Education.

PHOTOLAB, 1971 Slide/audiocassette $29.50
Filmstrip/audiocassette 19.00

*ALTERNATIVE MEASUREMENT TACTICS FOR EDUCATIONAL EVALUATION (filmstrip/audiocassette or audiotape)
30 min, color, sound

A four category system for generating measurement schemes is described. (Popham)

VIMCET, 1972 Purchase $18.00

COMPARATIVE TECHNIQUES FOR MEDIA EVALUATION (audiotape or audiocassette)

Recorded session at AECT National Convention featuring David G. Nevin.

NCAT, 1971 Purchase - audiotape $6.00
Purchase - audiocassette 7.00

*CURRENT CONCEPTIONS OF EDUCATION EVALUATION (filmstrip/audiocassette or audiotape)
30 min, color

Four important conceptual distinctions in educational evaluation are analyzed. (Popham)

VIMCET, 1967 Purchase $18.00

THE DESIGN OF AN ATTITUDE STUDY (audiocassette)
20 min

Goes through the process of designing a study of streaming in primary schools.

OPENU $15.00

ERIC--WHAT IT IS, HOW TO USE IT (filmstrip and audiocassette)
38 min, color

Introduces the Educational Resources Information Center to a variety of users. Gives an introductory overview of the ERIC system. Explains how to make an elementary search and provides information and working materials for an in-depth search for ERIC.

NAVC, 1974 Purchase $35.00

EVALUATING STUDENT LEARNING (transparencies/lecture notes)
10 transparencies & lecture notes

Presents an appraisal system for student teacher, and family regarding student progress.

EVALUATING...continued

Provides essential feedback for learning process.

LANSFORD Purchase $95.95

*EVALUATION (filmstrip/audiocassette or audiotape)
30 min, color

A general introduction to outcomes oriented educational evaluation is presented. (Baher)

VIMCET, 1967 Purchase $18.00

EVALUATION: MANY QUESTIONS, A FEW ANSWERS (16mm film)
17 min, color

Attempts to present a broad conceptualization of educational evaluation. Emphasis is placed on the outcomes and differences which are intended for an experimental program, and those which actually happen. Designed to stimulate thought about the purposes and methods of evaluation.

SYR, 1972 Rental $10.00

EXPERIMENTAL DESIGN (16mm film)
25 min, b & w

A case study in experimental design. The film reconstructs an experiment involving a new method of teaching fractions to slow learners. Shot on location in Wales.

OPENU Purchase $350.00

*EXPERIMENTAL DESIGNS FOR SCHOOL RESEARCH (filmstrip/audiocassette or audiotape)
30 min, color

Evaluative designs for summative and formative evaluation are described. (Popham)

VIMCET, 1967 Purchase $18.00

FACTOR ANALYSIS (16mm film)
25 min, b & w

Examines the conceptual stages involved in carrying out a factor analysis. Uses children's attitudes toward school as an example. The film includes an animation of correlation and the rotation of axes.

OPENU Purchase $225.00

FUTURE FOR RESEARCH AND THEORY IN INSTRUCTIONAL TECHNOLOGY--MEDIA--EDUCATIONAL COMMUNICATIONS (audiotape or audiocassette)
75 min

RESEARCH AND EVALUATION

FUTURE FOR...continued

Recorded session of 1973 AECT National Convention featuring Charles F. Hoban, Jr.

NCAT, 1973 Purchase $9.00

HISTORY OF AUDIO VISUAL RESEARCH AND THEORY (audiotape or audiocassette)
50 min

Recorded session of 1973 AECT National Convention featuring Paul Saettler.

NCAT, 1973 Purchase $6.00

INTERVIEWING (16mm)
25 min, b & w

Examines the technique of interviewing as a method of data collection for educational research.

OPENU Purchase $225.00

RELIABILITY AND ERROR (16mm film)
25 min, b & w

Introduces the concept of error in educational measurement.

OPENU Purchase $225.00

RESEARCH PAPERS (9973-07) (audiocassette or audiotape)
90 min

Recorded session of 1973 AECT National Convention featuring seven researchers and their papers.

NCAT, 1973 Purchase $9.00

RESEARCH PAPERS: INSTRUCTIONAL DEVELOPMENT (997105) (audiocassette or audiotape)

Recorded session at AECT National Convention featuring Donald Campbell, Thomas Schwen, Linda DeCarlo, Robert Diamond, Thomas Regelski, and Donald Lehr.

NCAT, 1971 Purchase - audiotape $6.00
Purchase - audiocassette 7.00

RESEARCH PAPERS: INSTRUCTIONAL MEDIA AND LEARNER VARIABLES (997129) (audiocassette or audiotape)

Recorded session at AECT National Convention featuring Michael Hirrell, Yih-Wen Chen, and Fred Jurgemeyer.

NCAT, 1971 Purchase - audiotape $6.00
Purchase - audiocassette 7.00

RESEARCH PAPERS: MEDIA EFFECTIVENESS AND DISSEMINATION (997123) (audiocassette or audiotape)

Recorded session at AECT National Convention featuring Edward Newren, Malcolm Ferguson, and George Morris, Jr.

NCAT, 1971 Purchase - audiotape $6.00
Purchase - audiocassette 7.00

RESEARCH PAPERS: MEDIA EFFECTIVENESS AND UTILIZATION (997110) (audiocassette or audiotape)

Recorded session at AECT National Convention featuring Robert Stephens, Jack Bond, and Edward Lewis.

NCAT, 1971 Purchase - audiotape $6.00
Purchase - audiocassette 7.00

RESEARCH PAPERS: MESSAGE SOURCE AND IMPACT (997117) (audiocassette and audiotape)

Recorded session at AECT National Convention featuring Dan Isaacs, Lawrence Aleamoni, Sarah Eitelbach, Magnus Haavelsrud, Myles Breen and Jon Powell.

NCAT, 1971 Purchase - audiotape $6.00
Purchase - audiocassette 7.00

RESEARCH PAPERS: VARIABLES IN INSTRUCTIONAL PRESENTATIONS (997149) (audiocassette or audiotape)

Recorded session at AECT National Convention featuring Sarah Short and Robert George.

NCAT, 1971 Purchase - audiotape $6.00
Purchase - audiocassette 7.00

RESEARCH PAPERS: VARIABLES IN INSTRUCTIONAL PRESENTATIONS (part 1) (997135) (audiotape or audiocassette)

Recorded session at AECT National Convention featuring Ronald Spangenberg, Seymour Sommer, and Thomas Nielsen.

NCAT, 1971 Purchase - audiotape $6.00
Purchase - audiocassette 7.00

RESEARCH PAPERS: VARIABLES IN INSTRUCTIONAL PRESENTATIONS (part 2) (audiotape or audiocassette)

Recorded session at AECT National Convention featuring Robert Reeve and Don Del Marr Wiley.

NCAT, 1971 Purchase - audiotape $6.00
Purchase - audiocassette 7.00

SIGNIFICANCE AND THE NORMAL DISTRIBUTION (16mm film)
25 min, b & w

The concept of statistical significance in educational research is discussed.

OPENU Purchase $225.00

THE STATISTICAL DESIGN OF EXPERIMENTS (16mm film)
20 min

Explains the fundamental concepts of modern statistical design of scientific experiments.

NAVC, 1960 Purchase $116.00

ALSO SEE: The Failure of Educational Evaluation, page 3

The Future of Educational Research and Development, page 1

Research and Evaluation Issues in Educational Technology, page 1

INSTRUCTIONAL DEVELOPMENT AND DESIGN

AFTER THE FLOW CHARTS, WHAT? ACHIEVING INSTRUCTIONAL DEVELOPMENT GOALS (audiotape or audiocassette)
90 min

Recorded session of 1973 AECT national convention featuring George Voegel, Robert Spellman, and Walter Hunter.

NCAT, 1973 Purchase $9.00

CONDUCTING INSTRUCTIONAL DEVELOPMENT AT THE HIGHER EDUCATION LEVEL (audiocassette or audiotape)

Recorded session at AECT National Convention featuring L. C. Larsen, Charles Schuller, Norbert Nathenson, Robert Stakenas, Irwin Goodman, and Gene Faris.

NCAT, 1971 Purchase - audiotape $ 9.00
Purchase - audiocassette 10.00

A COOPERATIVE APPROACH TO MATERIALS DESIGN AND PRODUCTION (audiocassette or audiotape)

Recorded session of 1970 DAVI (now AECT) National Convention featuring Van Ftergiotis and Jean Davis.

NCAT, 1970 Purchase - audiotape $6.00
Purchase - audiocassette 7.00

FLOW PROCESS CHART AND HOW TO USE IT (16mm film)
15 min

Introduces process analysis and its application to work simplification through the flow chart. Includes step-by-step entries, coding by symbol, and graphic development of information.

UMICH (rental) Rental $4.50
NAVC (purchase)

THE IMPOSSIBLE SCHEME: HUMAN RELATIONS AND TECHNOLOGY (audiotape or audiocassette)
105 min

Recorded session of 1973 AECT National Convention featuring Vidal Rivera, Jr., Richard Miller and Jack Cook.

NCAT, 1973 Purchase $12.00

INSTRUCTIONAL DESIGN (transparencies)
12 transparencies and lecture notes

Design of instruction, systems approach, writing objectives, student assessment, selection of format, final evaluation, and using feedback for revision.

LANSFORD, 1972 Purchase $105.95

INSTRUCTIONAL DEVELOPMENT (16mm film)
17 min, b & w

Analyzes the learner, content, performance standards, environment, media, and strategies, using tennis and music as subjects.

INDIANA, 1971 Rental $ 7.00
Purchase 110.00

INSTRUCTIONAL DEVELOPMENT AT THE LOCAL SCHOOL DISTRICT LEVEL--THE INSTRUCTIONAL DEVELOPMENT INSTITUTE APPROACH (audiotape or audiocassette)
105 min

Recorded session of 1973 AECT National Convention featuring Charles F. Schuller.

NCAT, 1973 Purchase $12.00

INSTRUCTIONAL DEVELOPMENT AND DESIGN

INSTRUCTIONAL DEVELOPMENT IN PROFESSIONAL EDUCATION--TRAINING SCHOOL LIBRARY MEDIA SPECIALISTS (audiotape or audiocassette)
60 min

Recorded session of 1973 AECT National Convention featuring Vernon Gerlach, Norman Higgins, and Patrick Smith.

NCAT, 1973 Purchase $6.00

INSTRUCTIONAL DEVELOPMENT LEARNING SYSTEM (slide/audiocassette)
6 cassettes, 106 slides, 7 workbooks

An update on the systems approach to instructional development. Covers task analysis, pre- and post-testing, learning hierarchies, selection of strategies and media, and validation.

LANSFORD, 1977 Purchase $275.00

INSTRUCTIONAL DEVELOPMENT: THE PEOPLE (16mm film)
17 min, color

Describes the human enterprise involved with instructional development, including the expertise needed of specialists in learning theory, instructional design, technology, and evaluation.

MSU Rental $ 8.00
Purchase 155.00

INSTRUCTIONAL DEVELOPMENT: THE PROCESS (16mm film)
28 min, color

Purpose and philosophy of ID at MSU; strategy and structure of ID as it involves ideas, people, expertise, and teamwork. General philosophy, purpose, and goals of Instructional Development at Michigan State. Details structure and strategy of ID by focusing on one professor's efforts to solve an Instructional Development problem.

MSU, 1972 Rental $ 9.50
Purchase 250.00

INSTRUCTIONAL DEVELOPMENT: THE RESULTS (16mm film)
17 min, color

Illustrates the kinds of projects benefitting from instructional development and the range of potential subjects which can be handled within the technique.

MSU Rental $ 5.00
Purchase 85.00

LEARNING SYSTEM DESIGN: AN APPROACH TO THE IMPROVEMENT OF INSTRUCTION (filmstrip/audiocassette)
12 filmstrips - 30 min each, color

Describes an overall approach and a series of techniques to help teachers become better designers of instruction. Consists of 12-chapter text, 12 filmstrip/tape presentations, student workbooks, and teacher's manual. Note: text may be used without the filmstrip/tapes, but the filmstrip/tapes assume students have read the text. Filmstrip/tape topics:

--Preview
--Overview of Learning
--Learning Objectives
--Evaluating Learning Systems
--Task Descriptions
--Task Analysis
--General Principles of Learning and Motivation--Part 1
--General Principles of Learning and Motivation--Part 2
--The Learning and Teaching of Concepts and Principles
--The Learning and Teaching of Problem Solving
--Perceptual Motor Skills
--The System Approach to Instruction

MSU Purchase $199.50

THE MANAGEMENT OF INSTRUCTIONAL DEVELOPMENT (997331) (audiotape or audiocassette)
80 min

Recorded session of 1973 AECT National Convention featuring Dan Isaacs and Marc Tucker.

NCAT, 1973 Purchase $9.00

THE NATIONAL MANAGERIAL TEST (16mm film)
60 min, color

A film that tests skills in managing people. Helps identify managerial strengths and weaknesses and identifies areas where trainees may need further study and/or experience.

RTBL, 1968 Purchase $425.00

ORGANIZATIONAL DEVELOPMENT (16mm film)
30 min

Describes the relationship of behavioral science to organization management and organizational development technology within the context of cultural change.

UCEMC, 1968 Purchase $360.00

INSTRUCTIONAL DEVELOPMENT AND DESIGN

OVERCOMING RESISTANCE TO CHANGE (16mm film)
30 min, color

Stresses the importance of clear communication, participation in the change process, and providing opportunities for individuals to ventilate their own feelings and ideas in implementing change.

RTBL, 1970 Rental $ 55.00
Purchase 350.00

PRETESTING INSTRUCTIONAL SOFTWARE FOR MAXIMUM EFFECTIVENESS (audiotape or audiocassette)

Recorded session at AECT National Convention featuring J. M. Sedlick.

NCAT, 1971 Purchase - audiotape $6.00
Purchase - audiocassette 7.00

A SYSTEMATIC APPROACH TO DEVELOPING CURRICULUM IN THE DOMAIN INSTRUCTONAL TECHNOLOGY (997130) (audiotape or audiocassette)

Recorded session at AECT National Convention featuring John Johnson, Dennis Myers, and Kenneth Silber.

NCAT, 1971 Purchase - audiotape $6.00
Purchase - audiocassette 7.00

THE SYSTEMS APPROACH APPLIED TO THE DEVELOPMENT OF A COMPLETE PSYCHOLOGY COURSE OF STUDY (997118) (audiotape or audiocassette)

Recorded session at AECT National Convention featuring Thomas Cyrs, Jr., Alvin Kent, and Mina Ghattas.

NCAT, 1971 Purchase - audiotape $6.00
Purchase - audiocassette 7.00

TOWARD A DEFINITION OF INSTRUCTIONAL DEVELOPMENT (Part 1) (audiotape or audiocassette)

Recorded session at AECT National Convention, featuring Dale Hamreus.

NCAT, 1971 Purchase - audiotape $6.00
Purchase - audiocassette 7.00

WHAT DO INSTRUCTIONAL DEVELOPERS DO? (audiotape or audiocassette)

From AECT convention, Anaheim, California.

NCAT, 1976 Purchase - audiotape $3.25
Purchase - audiocassette 4.00

ALSO SEE: Instructional Development in Higher Education, page 1

Managing Educational Change, page 1

Problems in the Design of Instructional Systems, page 1

Problems in the Development of Instructional Technology Materials, page 1

Research Papers: Instructional Development, page 16

INDIVIDUALIZED INSTRUCTION

*ADAPTING TO STUDENT DIFFERENCES (audiocassette or audiotape)

Professor Robert Glaser of the University of Pittsburgh presents his views regarding how instructors can adapt their efforts to individual differences among learners.

VIMCET Purchase $10.00

THE AUDIO-TUTORIAL SYSTEM--AN INDEPENDENT STUDY APPROACH (16mm film)
25 min, color, sound

Describes Dr. Samuel Postlethwaite's individualized approach to introductory and advanced botany courses at Purdue University. An innovative college botany course in which teaching devices are integrated into the educational process and a flexible structure is used to promote individualized learning.

PURDUE, 1968 Rental $ 6.50
Purchase 217.00

INDIVIDUALIZED INSTRUCTION

AUDIOVISUAL TUTORIAL INSTRUCTION: A MODEL OF INDEPENDENT AND INDIVIDUALLY PRESCRIBED INSTRUCTION (audiocassette or audiotape)

Recorded session at 1970 DAVI (now AECT) National Convention.

NCAT, 1970 Purchase - audiotape $6.00
Purchase - audiocassette 7.00

AUTO-TUTORIAL: A FOCUS ON THE LEARNER (audiocassette or audiotape)

Recorded session at the 1970 DAVI (now AECT) National Convention featuring Joseph Novak, Donald Sather, and Jack Everly.

NCAT, 1970 Purchase - audiotape $6.00
Purchase - audiocassette 7.00

CONTINUOUS PROGRESS LEARNING: A PRACTICAL APPROACH (filmstrips/audiocassettes)
3 filmstrips & audiocassettes, 20 min each

Series includes three filmstrip/cassette units:

1. Concept of continuous progress learning
2. The teacher in continuous progress learning
3. Starting continuous progress laboratories

EDPROG, 1970 Purchase $26.50

HOW TO INDIVIDUALIZE INSTRUCTION (filmstrip/audiocassette or record)
10 min, color

The process from setting objectives to implementing learning.

EDA, 1975 Purchase $14.50

IN A CLASS BY HIMSELF (16mm film)
27 min, color

Examines the logic, philosophy, and day-to-day details of successfully creating an informal, individualized approach to classroom instruction. Footage looks closely at space utilization, learning centers, team teaching, peer tutoring, curriculum planning, tracking and assessment, and the teacher's role.

MEDIA5, 1975 Rental $ 45.00
Purchase 375.00

INDIVIDUALIZED INSTRUCTION (audiotape or audiocassette)

Recorded session at 1970 DAVI (now AECT) National Convention featuring Jack Edling.

NCAT, 1970 Purchase - audiotape $6.00
Purchase - audiocassette 7.00

INDIVIDUALIZED INSTRUCTION (filmstrip/reel-to-reel audiotape or audiocassette)
times vary, color

1. Individualized Instruction: Diagnostic and Instructional Procedures
2. Individualized Instruction: Its Nature and Effects
3. Individualized Instruction: Its Objectives and Evaluation Procedures
4. Individualized Instruction: Its Problems and Some Solutions
5. Individualized Instruction: Materials and Their Use
6. Individualized Instruction: Recommendations for Implementation

AECT, 1970 AECT member - each $ 16.95
AECT member - set 119.95
Nonmember - each 19.95
Nonmember - set 139.95

INDIVIDUALIZED INSTRUCTION (transparencies & lecture notes)
12 transparencies & lecture notes

Shows step by step how to set up a program of individualized instruction. Phases of pre-entry assessment, the contract, an option which fits the student's learning style, self-assessment, check-out, and evaluation of the program.

LANSFORD, 1971 Purchase $105.95

INDIVIDUALIZED INSTRUCTION THROUGH MEDIA IN THE ARMED SERVICES (audiotape or audiocassette)
80 min

Recorded session of 1973 AECT National Convention featuring J. Kanner, D. Force, R. Dressler, R. Johnson, and A. Sonnenburg.

NCAT, 1973 Purchase $9.00

INDIVIDUALIZED LEARNING USING INSTRUCTIONAL MODULES (3 audiocassettes)

These six lectures and discussions are designed for teachers and instructional developers who wish to learn how to go about designing individualized instructional modules. Titles:

1. Factors for Optimal Learning
2. Instructional Module Design
3. Specifying Learning Objectives
4. How Do You Feel About the Learning Interaction?
5. Utilizing Instructional Alternatives
6. How to Measure Achievement

EDTECH Purchase $24.95

*INDIVIDUALIZING INSTRUCTION (filmstrip/audiotape or audiocassette)
30 min, color

How to adapt classroom instruction to individual differences among learners. (Popham)

VIMCET, 1967 Purchase $18.00

THE KELLER PLAN--A PERSONALIZED SYSTEM OF INSTRUCTION (audiocassette or audiotape)

From AECT convention, Anaheim, California.

NCAT, 1976 Purchase - audiotape $6.50
Purchase - audiocassette 7.50

LEARNING BY AUDIO-TUTORIAL METHODS: WHAT'S NEW (9973-13) (audiocassette or audiotape)

Recorded session of 1973 AECT National Convention.

NCAT, 1973 Purchase $6.00

A LOOK BACK--INDIVIDUALIZING INSTRUCTION: A LOOK AHEAD--PERSONALIZED INSTRUCTION (audiotape or audiocassette)

Recorded session of 1970 DAVI (now AECT) National Convention featuring Leroy Mesedahl, Don Peckenpaugh, and Eugene Lynch.

NCAT, 1970 Purchase - audiotape $6.00
Purchase - audiocassette 7.00

OAKLEAF PROJECT (16mm film)
28 min, b & w

Documents IPI at Oakleaf Elementary School, Baldwin School District by following one pupil through a series of learning experiences.

UTEX, 1969 Rental $6.00

THE PERSONALIZED SYSTEM OF INSTRUCTION: A NEW IDEA IN EDUCATION (16mm film)
20 min, color

Introduces the concepts of personalized instruction to faculty or student groups, or for general audiences.

CPI, 1974 Rental (one-day) $ 35.00
Purchase 350.00

PSI (slides/audiocassette)
20 min, 80 slides

Describes the origin of the personalized

PSI...continued

system of instruction, the extent of its current applications, and the basic concepts of teaching for mastery and self-paced instruction.

CPI, 1976 Purchase $80.00

THE REAL REVOLT IN EDUCATION (16mm film)
25 min, color

Presents laboratory experiments in classroom use of individualized instruction employing many kinds of media and equipment, and using subject matter related to students' daily lives. Points up obstacles to a changeover from conventional methods.

UTEX, 1969 Rental $12.50

RX FOR LEARNING--INDIVIDUALLY PRESCRIBED INSTRUCTION (16mm film)
29 min, color

Describes IPI at Oakleaf Elementary School as developed through cooperation with the R & D Center of the University of Pittsburgh. Shows the learning continuum, its constant evaluation and change, and its application at different achievement levels.

UTEX, 1969 Rental $8.50

SELF DIRECTED LEARNING (audiotape or audiocassette)

Recorded session of 1970 DAVI (now AECT) National Convention featuring Mildred Leahy and Evelyn Warnock.

NCAT, 1970 Purchase - audiotape $6.00
Purchase - audiocassette 7.00

THE TEACHER AND TECHNOLOGY (16mm film)
49 min, b & w

A series of programs illustrates some ways in which technology is being used for both masses of students and individualized instruction.

OHIO, 1967 Rental $ 12.50
Purchase 230.00

THEORY INTO PRACTICE (16mm film)
29 min, color

A documentary look at individualized instruction as practiced at University Elementary School on the campus of UCLA. Also included are sequences filmed at an inner city school where the

INDIVIDUALIZED INSTRUCTION

THEORY...continued

theories and techniques are being field-tested.

MEDIA5, 1974 Rental $ 45.00
Purchase 375.00

WRITING LEARNING ACTIVITY PACKAGES (filmstrips/audiocassettes)
2 color filmstrips & 2 audiocassettes

This series was developed for in-service workshops. Teachers are introduced to the concept of individualized instruction and then taken through a step-by-step application of the writing of learning activities packages.

MSI, 1970 Purchase $30.50

ALSO SEE: Individualized Instruction, Student Freedom and Educational Technology, page 1

Individualized Instruction, the Open Classroom, and Educational Technology, page 1

Individualizing Instruction in the Community Colleges, page 4

Individualizing Mathematics Instruction Using a Learning Center Approach, page 4

Instructional Delivery Systems for Individualized Learning, page 1

Personalized Systems of Instruction, page 4

A Taxonomy for Decision-Making in Individualized Instruction, page 3

INSTRUCTIONAL INNOVATION

COMMENTS ON EDUCATION (videocassette or reel-to-reel audiotape)
27 min, color

Provides excerpts of contributions by leaders in the field of instructional innovation to an invited colloquium sponsored by Georgetown University's Department of Psychology. Of particular interest to instructional designers.

CPI, 1976 Rental (one week) $ 35.00
Purchase 300.00

COMPETENCY-BASED TEACHER EDUCATION (filmstrip/audiocassette)
12 cassettes, 12 filmstrips, instructor's guide, & participant syllabus

The first 10 modules are self-instructional. The last two are designed for group instruction. Titles include:

COMPETENCY BASED EDUCATION. Course and program planning based upon specific competencies the learner is expected to exhibit. Identifying and specifying competencies. Ways to validate competency attainment. Considerations in organizing course content.

DEVELOPING COMPETENCY THROUGH INSTRUCTION. The functions of each step of the 4-step lesson plan. Differentiating between the 4 basic instructional methods. Techniques for providing effective instruction.

EVALUATION TECHNIQUES. The major functions of 4 basic kinds of evaluation devices. Competencies that may be evaluated by

COMPETENCY-BASED...continued

different kinds of test items. Suggestions and models for test item writing and test construction.

INDIVIDUALIZING INSTRUCTION. Reasons and justifications for individualization. Stages in individualizing instruction Suggestions for preparing self-instructional material.

USING INSTRUCTIONAL AIDS AND EQUIPMENT. Suggestions and principles for utilizing 10 common types of instruction aids--ranging from chalkboards, through hand-out sheets, to educational TV.

BUILDING A POSITIVE LEARNING CLIMATE IN THE CLASSROOM. Techniques for developing effective group identity and cooperation. Self-disclosure techniques. Ways to deal with classroom tensions.

PRINCIPLES OF LEARNING. Viewpoints on learning and learning styles. Basic approaches to promote learning. Individual variables affecting learning. Evidences of special learning needs and problems.

ORGANIZING YOUR CLASSROOM. Setting the stage for classroom activity. Special consideration for physically handicapped students. Checking up on classroom and laboratory environments. Instructors' safety obligations.

LEARNING RESOURCES. Identifying resources in the school library. Obtaining special services for students (remedial, career guidance

COMPETENCY-BASED...continued

and tutorial). Identifying commercial sources.

CURRENTLY UNMEASURABLE COMPETENCIES. Reasons for including currently unmeasurable competencies in course instruction. Bases for validating those competencies. Procedures for rating progress toward accomplishment of currently unmeasurable competencies.

THE COMPETENCY-BASED PROGRAM AND COURSE INSTRUCTION. For use during the first class session of the Competency-Based Teacher Education course. Describes the program and its operation; the levels of competency used in course construction; and how to approach the task of identifying competency outcomes expected of students in a course.

MAKING A TRANSPARENCY MASTER. May be used in preparing trainees for observing teaching techniques during the second session of the CBTE course, or as a self-instructional lesson introducing teachers to procedures for making write-on and thermographic transparencies for an overhead projector.

MTSJC Purchase-each module $16.00

THE CONFLUENT EDUCATION PRIMER (16mm film)
29 min, color

Dr. George Issac Brown introduces and defines the concepts of confluent education, a blending of cognitive and affective learning. Visits to high school classrooms illustrate the concept in practice.

MEDIA5, 1976 Rental $ 45.00
Purchase 375.00

EDUCATION BY CHOICE (16mm film)
29 min, color

The EBC program pioneered by an Illinois school offers students seven separate schools within one high school. The program lets both teachers and students choose the school best suited to their own learning or teaching styles. This documentary traces the development of the program and probes reactions of its participants.

MEDIA5, 1976 Rental $ 45.00
Purchase 375.00

FREE SCHOOLS: PHILOSOPHY TO REALITY (transparencies/teacher's guide)
12 transparencies

Enables students to participate in problem-solving activities and application of philosophies in the free school.

LANSFORD, 1976 Purchase $105.95

FROM CRADLE TO CLASSROOM (PARTS I & II) (16mm film)
Part I 26 min, Part II 26 min

The use of special teaching machines and instructional techniques are shown which can increase not only physical skills such as locomotion, but motivational, verbal, and conceptualizing abilities. Educational toys and association drills at the earlier ages, and reading and logic practice for the two-, three-, and four-year-old group are explained and demonstrated as are the controversies which early-age education causes.

MGH, 1968 Rental $ 35.00
Purchase 695.00

GETTING IT ALL TOGETHER (16mm film)
29 min, color

A film about some of the exciting things happening at one innovative public elementary school in Palo Alto, California. Extensive documentation of the many elements that contribute to an effective school environment.

MEDIA5, 1974 Rental $ 45.00
Purchase 375.00

GROUPROGRAMS AND INSTRUCTION: APPLYING PROGRAMMED INSTRUCTION TECHNIQUES TO GROUP AND TEAM PROCESSES
3 audiocassettes

These six discussions focus on a new way of conducting group instruction, modeled on essential elements of the programmed instruction process--but allowing for divergent thinking and individualistic behavior within a group setting. This stimulating new concept is discussed by its initiators. Titles:

1. Introduction to Grouprograms--G. B. Krishnamurty
2. Team Learning and Grouprograms--T. David Ainsworth
3. Building Instructional Design Skills Through Inservice Grouprograms--Claudia Powers
4. Grouprogramming: Taking Life Styles of Students into Consideration--Gabriel Robles
5. Exploring Grouprogram Applications to Group-Oriented Activities--Gary Boyles
6. Grouprograms in Medical Education/and a Summary--Robert Froelich and N. R. Machiraju

EDTECH Purchase $24.95

INNOVATIONS IN EDUCATION: STRATEGIES AND TACTICS (transparencies)
10 transparencies & lecture notes

Discuss the concept of innovation as it relates to progress in education. Emphasis is on

INNOVATIONS...continued

strategies and tactics for making these innovations.

LANSFORD, 1970 Purchase $95.95

OPEN CLASSROOM (16mm film)
25 min, b & w

Examines the open classroom in elementary schools in Britain and the United States.

OPENU Purchase $225.00

THE OPEN CLASSROOM (16mm film)
29 min, color

A documentary study of various forms of open education in operation in several public schools (New York, Washington, California). Charles Silberman, Herbert Kohl, and six experienced open-classroom teachers and administrators add their views on making the changeover to informal education.

MEDIA5, 1974 Rental $ 45.00
Purchase 375.00

OPEN SCHOOL (16mm film)
25 min, color

Examines Philadelphia's "School Without Walls," the Parkway Program, and the claims made for it.

OPENU Purchase $350.00

OPEN UNIVERSITY (16mm film)
25 min, color

Looks at the open admissions policy of the City University of New York and at Britain's Open University.

OPENU Purchase $350.00

*OPENING CLASSROOM STRUCTURE (filmstrip/audiocassette or audiotape)
30 min, color

Arranging classroom variables so they contribute to less formal structure (Baher).

VIMCET, 1972 Purchase $18.00

PROGRAMMED INSTRUCTION: THE DEVELOPMENT PROCESS (16mm film)
19 min, color

Introduces the viewer to the major stages in the development of programmed instructional materials

PROGRAMMED...continued

with primary emphasis on student tryouts and revisions leading to lasting and influential effects on education.

UTEX, 1969 Rental $6.00

PROGRAMMED TUTORING (16mm film)
19 min, color

Depicts an integrated program of individualized tutoring to improve reading skills on the elementary level. The tutoring programs are designed and tested for use by non-professionals as a supplement to classroom teaching.

UTEX, 1969 Rental $8.25

PROJECT DISCOVERY--A DEMONSTRATION IN EDUCATION (16mm film)
29 min, color

A documentary presenting the innovative educational project in which an entire school is given enough audiovisual materials and equipment to make an impact on every grade and subject area.

EBEC Purchase $165.00

SQUARE EDUCATION (16mm film)
3 min, color

Speeded-up and pop-off cinema techniques provide the viewer with a glimpse of our traditional school environment, where students are made to conform and individuality is stifled. Humorously treated, but designed for serious contemplation and perhaps introspection of your own school situation.

TYO, 1974 Rental $10.00
SYR Purchase 50.00

TEAM TEACHING AND TECHNOLOGY--A MANAGEMENT POINT OF VIEW (997131) (audiotape or audiocassette)

Recorded session at AECT National Convention featuring Ira J. Singer.

NCAT, 1971 Purchase - audiotape $6.00
Purchase - audiocassette 7.00

USING HUMAN RESOURCES (16mm film)
29 min, color

A documented how-to for maximizing effective, outside-adult involvement in the classroom. Examples of parent volunteers, teacher aides, community people, other teachers, the principal, and older students.

MEDIA5, 1975 Purchase $375.00

ALSO SEE: Behavioral Objectives and Competency Based Education, page 1

Educational Innovation and Basic Needs, page 3

Educational Innovation, the Professor of Education and the Art and Science of Teaching, page 3

Individualized Instruction, the Open Classroom, and Educational Technology, page 1

ALSO...continued

Issues in Programmed Instruction, page 1

Open Education: Some Tasks for Technology, page 2

Programmed Instruction and the Act of Teaching, page 3

The Technique of Group-Programming, page 1

LIBRARY/MEDIA CENTERS

AT THE CENTER (16mm film)
28 min, color

Presents the role of the school library media specialist as a changing, exciting, and dynamic force in our nation's total educational system. It depicts a full range of activities in elementary and secondary schools and projects the diverse career opportunities within the school libary profession.

ALA, 1970 Purchase $175.00

BASIC CONCEPTS FOR CATALOGING NON-BOOK MATERIALS (filmstrip/audiocassette)
19 min, 76 frames, color

Step-by-step procedures for cataloging and integrating nonbook materials into cataloging systems; especially adaptable to individual school media center.

ASU, 1972 Purchase $15.00

BUILDING BRIDGES TO THE FUTURE (filmstrip/audiotape)
11 min, color

How the Action Library of Philadelphia bridges the gap between itself and the community; community as users of and participants in a unique new library service program. Shows learning resources centers that provide the flexibility and diversity needed for today's learners.

AECT, 1974 Purchase - AECT member $16.95
Purchase - nonmember 19.95

CERTIFICATION OF AV PERSONNEL: A NATION WIDE STATUS REPORT (audiocassette or audiotape)

Recorded session at 1970 DAVI (now AECT) National Convention featuring William F. Grady.

NCAT, 1970 Purchase - audiotape $6.00
Purchase - audiocassette 7.00

*EDUCATIONAL DYNAMICS OF MEDIA, PART III (audiotape or audiocassette)

A two-part recording including David Crossman's "Designing Libraries for Media Use" and Donald P. Ely's "Relating Libraries to Media Facilities: Fusion or Symbiosis?"

DDI, 1974 Purchase $9.95

GO PEOPLE IN GO COLLEGES (filmstrips/record and script)
11 min, color

How the community college learning resources center contributes to improved education for various types of persons.

AECT, 1974 Purchase - AECT member $16.95
Purchase - nonmember 19.95

INSTRUCTIONAL TECHNOLOGY: ITS EFFECT ON MEDIA CENTERS (9973-40)
80 min

Recorded session of 1973 AECT National Convention featuring Lawrence Reck.

NCAT, 1973 Purchase $9.00

LEADERSHIP RESPONSIBILITIES OF THE BUILDING LEVEL MEDIA SPECIALIST (997151) (audiocassette or audiotape)

Recorded session at AECT National Convention featuring Lucy Ainsley.

NCAT, 1971 Purchase - audiotape $6.00
Purchase - audiocassette 7.00

LEARNING CENTERS (transparencies
18 transparencies & lecture notes

LEARNING...continued

Practical, inexpensive approach to development of teacher-made learning centers for individualized instruction.

LANSFORD, 1973 Purchase $169.95

LEARNING WITH TODAY'S MEDIA (16mm film)
35 min, color

Documentary defines the role of the media center from elementary school to college levels. Four case studies reveal some ways in which media centers may be equipped to serve classroom needs.

EBEC Purchase $360.00

*THE LIBRARIAN AS MEDIA MANAGER (audiocassette)
26 min

The changing role of the librarian from custodian of books to media manager aiding others in their search for useful materials.

EDUTAPE, [illegible]75 Purchase $11.00

*LIBRARIES AND LEARNING RESOURCES (filmstrip/audiocassette)
color

Anticipated results of government-supported programs for school media resources.

NAVA, 1975

MEDIA PROGRAMS: DISTRICT AND SCHOOL--EMPHASIS ON LEARNING (filmstrip/audiocassette)
6 min

Media center program--people, materials, equipment, and processes--and its purpose and scope; a general introduction.

AECT, 1975 Purchase - AECT member $14.95
Purchase - nonmember 19.95

MEDIA: RESOURCES FOR DISCOVERY (filmstrips)
35mm, record or audiocassette, color

For the intermediate/junior high school student, to teach use of the media center--a multimedia resource center.

EBEC, 1974 Purchase - set $132.95

MEDIA SPECIALISTS PROGRAM, OFFICE OF EDUCATION, BUREAU OF LIBRARIES AND EDUCATIONAL TECHNOLOGY (997107)

Recorded session at AECT National Convention featuring L. Clinton West and Jack V. Edling.

NCAT, 1971 Purchase - audiotape $6.00
Purchase - audiocassette 7.00

MULTIMEDIA CENTER (slides or filmstrip)
15 min, 52 frames, color

Functions of the center and how materials are used. The media center is described as a place to do research and pleasure reading.

LFC, 1974 Purchase - filmstrip $26.00
Purchase - slides 34.00

NETWORKS FOR LEARNING (filmstrip and audiocassette, script)
11 min

What information networks are and how they work, from telephone to computer linkage systems. The present and future impact of networks on public and academic libraries and media centers.

AECT, 1975 Purchase - AECT member $16.95
Purchase - nonmember 19.95

NEW CHANCES (filmstrip/audiocassette)
10 min

New chances for state department of education to help local education agencies in a time of transition. Looks at one state department that is developing a merged joint educational media program.

AECT, 1975 Purchase - AECT member $16.95
Purchase - nonmember 19.95

A NEW DIRECTION FOR LIBRARIES (filmstrip, record)
10 min, color

How the media center of the Corning (New York) Community College library transformed itself from a "traditional" to a "comprehensive" learning resources center.

AECT, 1974 Purchase - AECT member $16.95
Purchase - nonmember 19.95

*NONPRINT MEDIA (audiotape or audiocassette)

Recorded presentation made at the 92nd Conference of the American Library Association.

DDI, 1974 Purchase $9.95

AN OPEN FORUM OF THE DAVI/AASL STANDARDS (audiotape or audiocassette)

Recorded session at 1970 DAVI (now AECT) National Convention featuring Robert Wheeler, David A. Gilman, Richard Gilkey, Charles Miller, Loran Twyford, and John Vergis.

NCAT, 1970 Purchase - audiotape $11.00
Purchase - audiocassette 12.00

A PLACE TO LEARN (16mm film)
19 min, color

DuPage's learning resources center concept of totally integrated library/learning resources; production, microforms, intershelving, reference, TV, equipment distribution, and organization structure.

DUPAGE, 1973 Review $ 25.00
Purchase 225.00

PLANNING TOMORROW'S LEARNING RESOURCE CENTER TODAY (audiotape or audiocassette)
60 min

Recorded session of 1973 AECT National Convention featuring Frank Messano.

NCAT, 1973 Purchase $6.00

PROBLEMS IN THE ADMINISTRATION OF AUDIO-VISUAL EDUCATION IN A SCHOOL SYSTEM (0459-01) (audiotape or audiocassette)

Paul Reed discusses a wide field of problems and solutions for running a good audiovisual program in schools.

NCAT, 1968 Purchase - audiotape $3.10
Purchase - audiocassette 3.60

REGIONAL MEDIA CENTERS (9973-18) (audiotape or audiocassette)
90 min

Recorded session of 1973 AECT National Convention featuring Gerald Rogers, Leroy Lindeman, and Robert Johnson.

NCAT, 1973 Purchase $9.00

REGIONAL MEDIA CENTERS: IDENTIFICATION AND DISCUSSION OF COMMON PROGRAMS (audiocassette or audiotape)

Recorded session at AECT National Convention featuring Herbert Lieberman and Herbert Braselman.

NCAT, 1971 Purchase - audiotape $ 9.00
Purchase - audiocassette 10.00

THE ROLE OF THE LIBRARIAN IN MEDIA (filmstrips)
2 sound filmstrips, with records or with cassettes

For the school library media specialist: facilities, organization, selection and services to students and teachers.

MBP, 1975 Purchase $56.00

ROLE OF THE MEDIA IN CURRICULUM (9973-21) (audiotape or audiocassette)
60 min

Recorded session of 1973 AECT National Convention featuring Don Smellie.

NCAT, 19[illegible] Purchase $6.00

SYSTEMS AND STANDARDS FOR THE BIBLIOGRAPHIC CONTROL OF MEDIA (audiotape or audiocassette)

Recorded session at 1970 DAVI (now AECT) National Convention featuring Alma Tillin and Janet MacDonald.

NCAT, 1970 Purchase - audiotape $6.00
Purchase - audiocassette 7.00

TEACHING THE ONE AND THE MANY (16mm film)
28 min, color

The setting is a rural high school. The individualized learning center is depicted. Major emphasis is on the development of software.

UTEX, 1968 Rental $8.00

THE THREE R'S MEDIA PROMOTION KIT (slides, audiocassette, booklet, discussion guide)

Designed to promote media awareness and justify media use in schools. Examples of successful media applications are illustrated. A discussion guide provides evidence for these examples. A case study book reviews a number of state laws that support media programs.

AECT, 1977 Purchase - AECT member $44.95
Purchase - nonmember 57.95

YOUR LIBRARY--PLACE OF LIVING LEARNING (slides or filmstrip with record or audiocassette)
15 min, 52 frames, color

Divided into two parts: print and non-print material. Explains Dewey Decimal System, and use of audiovisual materials. Presents the library as an inviting place where the student or adult may widen his own cultural horizons.

LFC, 1974 Purchase - filmstrip $26.00
Purchase - slides 34.00

ALSO SEE: Aikido for a Media Center, page 56

The Contemporary College Library: Change by Evolution or Revolution? page 3

Individualizing Mathematics Instruction Using a Learning Center Approach, page 4

ALSO SEE...continued

Instructional Development in Professional Education: Training School Library Media Specialists, page 18

The Librarian and the Learning Resources Director, page 4

Toward the New Learning Centers, page 3

INSTRUCTIONAL MEDIA: GENERAL

*THE EDUCATIONAL DYNAMICS OF MEDIA, PART I
(audiocassette or audiotape)

A two-part recording including John Culkin's "Overview of Media Use" and Janice Gallinger's "Reasons for Media; What Makes Programs Good?"

DDI, 1974 Purchase $9.95

EDUCATIONAL MEDIA: THEORY AND PRACTICE SERIES
(videotapes)
28 min each, 15 tapes, b & w

Topics include implications of educational media, process of communication and learning, systems approach to learning, principles of projection, principles of sound, projectors and how they work, audiosystems and how they work, television systems and how they work, flat pictures, demonstration boards, simple graphics, transparencies, individualized learning, small group learning and large group learning.

UCOLEMC, 1975	Rental - each	$15.00
	EIAJ 1/2" tape purchase	37.00
	3/4" videocassette	43.00
	1" IVC tape	47.00

EFFECTIVE USE OF VISUAL AIDS (transparencies)
20 transparencies

Effective utilization techniques, comparison of media characteristics, and equipment selection and placement.

LANSFORD, 1972 Purchase $179.95

EFFECTIVE VISUAL PRESENTATIONS (slide/reel-to-reel audiotape or audiocassette, 16mm film)
37 min, color

Helpful techniques for planning, producing, and presenting audiovisual programs. Set includes 160 2x2 slides, a 200' 16mm sound movie, and audiotape.

KODAK, 1971 Purchase $100.00

FILM MAKING WITHOUT A CAMERA SERIES (filmstrips, 16mm films)

Filmstrip titles include:
- How to Make Slides Without Cameras--with Pleximounts
- How to Make Moving Picture Slides
- How to Make Filmstrips Without Cameras
- How to Transform Shapes, Develop Creative Thinking
- How to Make Slides with Cameras, with Redimounts

Each $6.95

Film titles include:
- Classroom Film Art (2 min, color)--$40.00
- Making Movies Without Cameras (3 min, color)--$60.00

FM

HOW TO PLAN FILMSTRIP-TAPE MULTI-MEDIA LESSONS
(filmstrip/audiocassette)
58 frames, color

Distinguishing features of multimedia lessons for individualized instruction; how to write performance objectives, prepare a script, and do a storyboard and worksheet.

MTSJC, 1973 Purchase $16.00

INSTRUCTIONAL MEDIA TRANSPARENCY MASTERS--A SERIES
(transparencies)
147 transparencies

147 transparencies dealing with nearly all aspects of instructional media. Categories (with number of transparencies) include:

- --Communication and Learning (6)
- --Selection and Utilization (2)
- --Graphics (17)
- --Overhead Projection and Transparency Production (14)
- --Slides and Filmstrips (5)
- --Opaque Projection (2)

INSTRUCTIONAL...continued

--Chalkboards (4)
--Bulletin Boards (4)
--Feltboards (2)
--Exhibits (2)
--Audio Devices (8)
--Motion Pictures (13)
--Television (7)
--Photography (10)
--Flat Pictures (5)
--Models and Realia (8)
--Maps and Globes (7)
--Community Resources (4)
--Programmed Learning (4)
--Equipment (8)
--Administration and Facilities (4)

K&E, 1969 Purchase $115.00

A MEDIA SELECTION DECISION MODEL (9973-28) (audiotape/audiocassette)
60 min

Recorded session of 1973 AECT National Convention featuring Claire Tettemer and Michael Neban.

NCAT, 1973 Purchase $6.00

PHOTO REPORTS MAKE IT HAPPEN (slide/audiocassette or reel-to-reel audiotape)
11 min, 80 slides, color

Shows how and why visual communication can be an important way to get a point across. Emphasizes the importance of tailoring a presentation to an audience. Tells how to organize and present a report in movies, slides, and photographic prints.

XODAK, 1977 Free loan
Purchase $110.00

PLANNING (filmstrip/audiocassette)
approx. 75 frames, color

Discusses the process of planning and designing effective audiovisual presentations. Topics include identifying the target audience, developing objectives, selecting the appropriate medium, designing the presentation, and preparing the scripts. Additionally, ideas for effective production management are presented.

MRD, 1975 Purchase $22.50

See PRODUCING EFFECTIVE AUDIOVISUAL PRESENTATIONS--SERIES for additional titles.

PRESENTATION SYSTEMS (filmstrip/audiocassette)
approx. 75 frames, color

PRESENTATION...continued

Illustrates various systems for presenting an audiovisual message. Topics include system selection, programming and special effects equipment and methods, synchronization of audio portion, dissolve techniques and preparation steps for presentations.

MRD, 1975 $22.50

See PRODUCING EFFECTIVE AUDIOVISUAL PRESENTATIONS--SERIES for additional titles.

PRODUCING A SOUND/SLIDE PROGRAM (filmstrip/audiocassette)
3 color filmstrips, 60 frames each

The sound/slide format has become the predominant method for the local production of audiovisual presentations. A fundamental knowledge of the basic techniques involved in producing a slide program will enable almost anyone to produce a visually and educationally effective presentation. Titles:
Planning, Scripting and Recording
Graphics
Photography

EFS, 1977 Purchase $42.00

PRODUCING EFFECTIVE AUDIOVISUAL PRESENTATIONS--SERIES (filmstrip/audiocassette)
8 sound filmstrips, approx. 75 frames each, color

This is a new series of 8 color/sound filmstrips designed to assist in planning, designing, producing and presenting messages via audiovisual media. The series is designed for individuals in education, business and industry, religion, government, medicine, and all others who have a need to communicate. These filmstrips may be used on any automatic (50Hz) filmstrip cassette projector or with a manual projector or viewer and cassette player. An instructional guide is included which outlines strategies for utilization of the series in a formal instructional setting. All materials are designed for both group presentation and independent study.

1. Planning
2. Graphics
3. Photography
4. Photographic Copying
5. Sound Recording
6. Presentation Systems
7. Slide Copying
8. Producing Filmstrips

See individual titles for further information.

MRD, 1975 Purchase - each $ 22.50
Series 160.00

INSTRUCTIONAL MEDIA: GENERAL

PRODUCING FILMSTRIPS (filmstrips/audiocassette)
approx. 75 frames, color

Covers the many techniques for making filmstrips from slides and artwork. Whether you wish to make only a few filmstrips or thousands, you will find information on which processes to use. A bibliography and source list of equipment and production services are included in the instructional guide.

MRD, 1976 Purchase $22.50

See PRODUCING EFFECTIVE AUDIOVISUAL PRESENTATIONS--SERIES for additional titles.

SYNCHRONIZING A SLIDE/TAPE PROGRAM (slide/audiotape or audiocassette)
10 min, 66 slides, color

Covers procedure for synchronizing slides with an audiotape, including step-by-step instructions for recording cues. Discusses the advantages of a synchronized slide/tape program.

KODAK, 1976 Purchase $87.00

THE TOTAL MEDIA APPROACH TO EDUCATION AND TRAINING (audiotape or audiocassette)

From AECT convention, Anaheim, California.

NCAT, 1976 Purchase - audiotape $6.50
Purchase - audiocassette 7.50

VISUAL AIDS: TO BE USED OR ABUSED? (audiotape or audiocassette)
43 min

Beginning with the chalkboard, a discussion of visual aids as a means toward career communication and stimulation of interest and curiosity; warns against ill-advised or unrehearsed uses.

NCAT, 1968 Purchase - audiotape $3.95
Purchase - audiocassette 4.45

PHOTOGRAPHY

ADVANCED CAMERA HANDLING (slides/audiocassette or reel-to-reel audiotape)
25 min, 80 slides, color

Shows use of advanced camera features such as interchangeable lenses, built-in exposure meters, adjustable shutter speeds, and lens openings.

KODAK, 1977 Free loan
Purchase $110.00

ADVENTURES IN INDOOR COLOR SLIDES (slide/audiocassette or reel-to-reel audiotape)
30 min, 88 slides, color

Tips on using flash, flood and existing light to make exciting and successful slides indoors.

KODAK, 1971 Free loan

THE BEGINNINGS OF PHOTOGRAPHIC COMPOSITION (slide/audiotape)
25 min, color

Five major composition guidelines for taking pictures.

KODAK, 1975 Free loan
Purchase $139.00

BEHIND YOUR SNAPSHOT (16mm film)
12 min, color

Shows step-by-step how photographic paper is made, from forest trees to final production.

KODAK, 1969 Free loan

THE CAMERA (filmstrip/audiocassette)
17 min, color

Library of Congress No. 73-732511
Cameras of various types which use popular film sizes are illustrated and their advantages and disadvantages are discussed. Viewfinders, shutters and exposure control systems are shown and compared.

MRD, 1973

See CREATIVE PHOTOGRAPHY-CAMERA SERIES for price information.

THE CAMERA (transparencies)
15 transparencies, teacher's guide

Covers the construction, principles of operation, and features of the following types of cameras: pin-hole, simple box, 35mm, press cameras, view cameras and others. Discussion of different

THE CAMERA...continued

types of shutter construction is included.

LANSFORD Purchase $145.95

CAMERA SYSTEMS (filmstrips/audiocassette)
17 min, color

Library of Congress No. 73-732513
The accessories which make up a camera system: lenses, viewfinder, systems, motor drives, filters, flash systems, panorama, and cases are illustrated. Methods and procedures for action, close up and sequence photography are discussed.

MRD, 1973

See CREATIVE PHOTOGRAPHY-CAMERA SERIES for price information.

COLOR AND PERCEPTION (transparencies with lecture notes)
12 transparencies, lecture notes

Color transparencies show subtractive color mixtures which can be obtained by overlapping different color filters.

LANSFORD, 1972 Purchase $145.95

COMPOSITION (filmstrip/audiotape)
15 min, color

Library of Congress No. 73-732514
Guidelines for good composition are illustrated, including the principles of subject placement, balance, background and foreground, perspective, and camera angles. Picture area, tonal values, and subject placement are discussed.

MRD, 1973

See CREATIVE PHOTOGRAPHY-CAMERA SERIES for price information.

CREATIVE PHOTOGRAPHY SERIES: THE CAMERA (filmstrips)
6 filmstrips, sound, color

Includes six color sound filmstrips designed and produced to help the person interested in photography to intelligently select and use the camera and accessories which suit his specific needs.

--The Camera
--Camera Systems
--Exposure
--Composition
--Lighting, Part I
--Lighting, Part II
See individual titles for further information.

MRD, 1973 Purchase - set $120.00

DEPTH OF FIELD IN PHOTOGRAPHY (filmstrip/audiocassette)
40 frame color filmstrip, audiocassette, narration guide

Describes and illustrates the principles and effects created by the control of depth in both black-and-white and color photography. Uses diagrams and before-and-after shots to show comparisons. Discusses the control of depth for maximum effect using all types of cameras.

MSI, 1977 Purchase $24.50

DEVELOPMENT OF PHOTOGRAPHY (audiocassette or audiotape)
10 min each, 4 tapes

Development of Photography (part 1). Reasons for, and history of, beginning of photography.

Development of Photography (part 2). Early process of the wet plate and equipment used with it: talks about some early photographers.

Development of Photography (part 3). Early photographers and publications of the late 1860's: advance from wet plate process to dry plate process of the late 1870's.

Development of Photography (part 4). From Mybridge experiments with motion in 1884 through development of flexible roll film in 1889; the advent of the box camera, the turning point of photography.

NCAT, 1968 Purchase - each audiotape $2.40
Purchase - each audiocassette 2.90

EXPOSURE (filmstrip/audiocassette)
18 min, color

Library of Congress No. 73-732515. The four variable interrelated factors of exposure--film speed, shutter speed, aperture, and lighting--are explained in detail. Correct usage of each of these factors is illustrated, including such concepts as ADA, depth of field, hyperfocal distance, and light metering.

MRD, 1973

See CREATIVE PHOTOGRAPHY-CAMERA SERIES for price information

EXPOSURE METER--THEORY AND USE (16mm film)
10 min, color

The Weston Master III meter is used to demonstrate the theory of the photoelectric exposure meter and its proper use. Many practical uses are demonstrated.

INDIANA, 1960 Rental $ 6.75
Purchase 160.00

PHOTOGRAPHY

FILM AND FILM CHARACTERISTICS (transparencies)
11 transparencies, teacher's guide

Covers film speeds and sensitivity, granularity, characteristic curves and other subjects.

LANSFORD Purchase $105.95

FILM--HOW IT WORKS (slide/audiocassette)
23 min, 111 color slides

Covers what makes film sensitive to light, how an image is produced and made visible. Also discusses the construction of black-and-white and color films and some basic considerations in selecting films for specific purposes.

KODAK, 1976 Free loan
Purchase $149.00

HALFTONES AND OTHER TONES (slides/audiotape or audiocassette)
89 frames, color

Gives an overall introduction to photomechanical reproduction, and describes the origin and evolution of halftone photography. Halftone screens, halftone dots, and halftone results are treated in detail.

KODAK, 1969 Purchase $20.00

HIGH CONTRAST PHOTOGRAPHY FOR INSTRUCTION (16mm film)
12 min, color or b & w

Demonstrates the use of high-contrast photography for the preparation of various types of slides, transparencies, and overlays for overhead projectors.

INDIANA, 1956	Rental	$ 8.00
	Purchase - b & w	85.00
	Purchase - color	160.00

LIGHT AND LENSES (transparencies)
15 transparencies, teacher's guide

Deals with the nature of light and the basic characteristics of lenses as they relate to photography.

LANSFORD Purchase $145.95

LIGHTING PART I (filmstrip/audiotape)
18 min, color

Library of Congress No. 73-732516
Technical factors of light and its uses are discussed. The color spectrum, sun and sky light, refraction, reflection, absorption and

LIGHTING...continued

lens construction are explained. Color balance and color temperature are covered in detail as related to types and effects of various photographic filters.

MRD, 1973

See CREATIVE PHOTOGRAPHY SERIES: THE CAMERA for price information.

LIGHTING, PART II (filmstrip/audiotape)
15 min, color

Library of Congress No. 73-732517
Positioning lights and subject to capture a mood, emphasize texture or to produce a more pleasing picture is demonstrated. The use of flood, flash and portrait lighting is explained in detail.

MRD, 1973

See CREATIVE PHOTOGRAPHY SERIES: THE CAMERA for price information.

LINE PHOTOGRAPHY (slides/audiotape)
79 frames, color

Demonstrates the general procedures in positive and negative line photography.

KODAK, 1969 Purchase $20.00

PHOTOGRAPHY (filmstrip)
approx. 75 frames, sound, color

Presents techniques for preparing the visual portion of an audiovisual presentation. Topics include planning for photography, selecting film, technical considerations, lighting, and mounting and editing slides.

MRD, 1975 Purchase $22.50

See PRODUCING EFFECTIVE AUDIOVISUAL PRESENTATIONS--SERIES for additional titles.

PHOTOGRAPHY: ANATOMY OF CAMERA AND FILM (16mm film)
12 min, color

An introductory overview of how a camera works and how photography on film is accomplished. Points covered include: shutter speed, f-stop, focal length, speed, and type of film. A 4"x 5" camera illustrates basic concepts.

AIMS, 1977	Rental	$ 20.00
	Purchase	170.00

PHOTOGRAPHY: BLACK AND WHITE OUTDOORS (16mm film)
18 min, b & w

Characteristics of film and filters, composition, exposure, lighting, close-ups, depth of field, and panning.

PET, 1972 Purchase $100.00

PHOTOGRAPHY--HOW IT WORKS (16mm film)
10 min, color

Animated introduction to basic principles of photography; how camera adjusts to compensate for various lighting conditions.

KODAK, 1973 Free loan
Purchase $55.00

PHOTOGRAPHY, SET 1: LIGHT AND LENSES (transparencies)
15 transparencies

Nature of light and basic characteristics of lenses as they relate to photography.

LANSFORD, 1971 Purchase $145.95

PHOTOGRAPHY, SET 2: THE CAMERA (transparencies)
15 transparencies

Construction, principles of operation, and features of pin-hole, box, 35mm press, and view cameras; types of shutter construction.

LANSFORD, 1971 Purchase $145.95

PHOTOGRAPHY, SET 3: FILM AND FILM CHARACTERISTICS (transparencies)
11 transparencies

Film speeds, sensitivity, granularity, characteristic curves, and other subjects.

LANSFORD, 1971 Purchase $10.95

PICTURES BY EXISTING LIGHT (slides/audiocassette or reel-to-reel audiotape)
20 min, 80 slides, color

Suggests the proper films and equipment to use and gives advice on calculating exposure.

KODAK, 1974 Free loan
Purchase $110.00

SIMPLE CAMERA (filmstrip)
12 sound color filmstrips, 5 instructor's manuals

A guide to the introduction of photography and photographic concepts in the classroom as a basis for the appreciation of the visual environment

SIMPLE...continued

and for stimulation of creativity. Recommended for use with elementary and junior high school students.

AECT, 1974 Purchase - set
AECT member $54.95
Nonmember 69.95

SNAPSHOT CAMERA HANDLING (slide/audiotape)
20 min, color

Mechanical aspects of handling a simple camera; picture-taking advice by illustrating common picture faults.

KODAK, 1970 Free loan
Purchase $103.00

SOMETHING ABOUT PHOTOGRAPHY (16mm film, videocassette)
9 min, sound, color

Charles Eames gives his personal insights and pointers about the individual choices and opportunities of the still photographer.

PYRAMID, 1976 Rental $ 20.00
Purchase 160.00
Videocassette 120.00

THE STORY BEHIND FILM (16mm film)
19 min, color

Important uses of film in today's living and a look at how film is made.

KODAK, 1970 Free loan
Purchase $120.00

TYPES OF CAMERAS (filmstrip/audiocassette)
77 frame color filmstrip, audiocassette, narration guide

Describes the names, formats, sizes and specific types of cameras. Compares and contrasts the differences among cameras and explains the advantages and disadvantages of each type.

MSI, 1977 Purchase $29.50

THE USE OF FILTERS IN BLACK-AND-WHITE PHOTOGRAPHY (filmstrip/audiocassette)
79 frame color filmstrip, cassette, narration guide

Describes and illustrates the applications of the various filters used in black-and-white photography. Illustrates, using diagrams, how various colors and light wavelengths are used to control the content of a photograph. The filmstrip uses several before and after shots to demonstrate filter effects.

MSI, 1977 Purchase $29.50

DARKROOM TECHNIQUES

ADVANCED BLACK-AND-WHITE PRINTING (slides/audiocassette or reel-to-reel audiotape)
18 min, 80 slides, color

Reviews basic enlarging techniques, then moves on to dodging, burning-in, chemical bleaching, retouching and mounting. Other subjects include combination printing, use of texture screens, vignetting, and print-toning.

KODAK, 1977 — Free loan; Purchase $110.00

BASIC COPYING TECHNIQUES (slide/audiotape)
18 min, 78 slides, color

Selection of appropriate equipment and basic techniques for producing good visual results from flat copy. Describes techniques of using a single-lens reflex camera; discusses selection of a copy stand, choice of film and close-up lenses, positioning of lights, and use of exposure meters.

KODAK, 1972 — Purchase $86.00

BEGINNING BLACK-AND-WHITE PRINTING (slides/audiocassette or reel-to-reel audiotape)
18 min, 80 slides, color

Explains the basics of printmaking, using the trial-and-correction method to make high quality prints with a minimum waste of time and materials.

KODAK, 1977 — Free loan; Purchase $110.00

COLOR PRINTING FROM COLOR NEGATIVES (slides/audiocassette)
18 min, 80 slides, color

Gives step-by-step instructions. Covers the use of color-compensating filters, and processing in trays, on a drum, or in a tube.

KODAK, 1978 — Free loan; Purchase $110.00

COLOR PRINTING FROM COLOR SLIDES (slides/audiocassette or reel-to-reel audiotape)
18 min, 80 slides, color

Suitable for darkroom enthusiasts. Step-by-step instructions including use of color filters and various processing methods.

KODAK, 1978 — Free loan; Purchase $110.00

CREATIVE PHOTOGRAPHY SERIES: THE DARKROOM (filmstrips, audiocassette)
6 filmstrips, 6 audiocassettes, instructional

CREATIVE...continued

guide.

Six units in a vinyl binder:
- Roll Film Development
- Making a Contact Sheet
- Enlarging--Parts I, II, & III
- Print Finishing

See individual titles for further information.

MRD, 1973 — Purchase - each $ 22.50; Purchase - set 120.00

ENLARGING, PART I (filmstrip/audiocassette)
color

Library of Congress No. 71-740698. The parts of the enlarger are identified. The manipulations of the controls are demonstrated. Two methods of exposing a test print are explained and demonstrated. The complete developing process is explained.

MRD, 1973 — Purchase $22.50

ENLARGING, PART II (filmstrip, audiocassette)
12 min, color

Library of Congress No. 75-740699. The manipulation of the enlarger and accessory equipment is demonstrated for these printing controls: cropping, printing in, dodging, print distortion control, diffusion, and multiple printing.

MRD, 1973 — Purchase $22.50

ENLARGING, PART III (filmstrip/cassette)
12 min, color

Library of Congress No. 75-740700. The use of chemicals of print control is explained and demonstrated. Using more than one variable contrast filter on a print is demonstrated. Print defects are identified and their relationship to print quality is explained.

MRD, 1973 — Purchase $22.50

*HOLOGRAPHY (16mm film)
30 min

How to make and use holograms, a lensless photographic system that enables true three-dimensional images to be projected.

UCEMC, 1970 — Rental $ 25.00; Purchase 360.00

LOADING FILM WINDERS (8mm film)
3 min, color

LOADING...continued

Library of Congress No. 73-715349. Placement of 100 foot roll of 35mm film in film winder for loading 35mm camera magazines.

MRD, 1973 Purchase $25.00

LOADING STAINLESS STEEL REELS (8mm film)
2 min, color

Library of Congress No. 70-715348. Loading stainless steel reels after removing film from camera magazines is shown.

MRD, 1970 Purchase $25.80

LOADING 35MM MAGAZINES (8mm film)
2 min, color

Library of Congress No. 76-715347. Loading 35mm camera magazines in room light is demonstrated, using daylight film winder.

MRD, 1975 Purchase $25.00

MAKING A CONTACT SHEET (filmstrip/audiocassette)
15 min, color

Library of Congress No. 78-740697. The steps in the making of a contact sheet are demonstrated. The contact sheet is discussed as an evaluation tool in discerning negative quality and determining future possibilities for printing specific negatives. The equipment necessary to make a contact sheet, the necessary chemicals, and the procedures involved are presented and explained.

MRD, 1974 Purchase $22.50

PHOTOGRAPHIC COPYING (filmstrip)
approx. 75 frames, sound, color

Covers the principles and process of copying flat art and photos for use in audiovisual presentations. Topics include equipment selection, film selection, determining exposure and copying procedures.

MRD, 1975 Purchase $22.50

See PRODUCING EFFECTIVE AUDIOVISUAL PRESENTATIONS--SERIES for additional titles.

PRINT FINISHING (filmstrip/audiocassette)
14 min

Various techniques are examined in mounting and displaying black and white as well as color prints.

MRD, 1971, 1975 Purchase $22.50

PROCESSING BLACK-AND-WHITE FILM (slides/audiocassette or reel-to-reel audiotape)
18 min, 74 slides, color, script

Essential facts of roll-film processing for beginners. Step-by-step explanation of the process, highlighting the importance of correct time/temperature and agitation.

KODAK, 1977 Free loan
Purchase $103.00

ROLL FILM DEVELOPMENT (filmstrip/audiocassette)
12 min, color

Library of Congress No. 79-740701. The equipment and procedures for the daylight tank method of roll film development are identified. The mixing and use of the chemicals for film development are explained. Removal of the film from the magazine or paper backing and loading into the reel and tank are described. The film development process is covered in detail.

MRD, 1973 Purchase $22.50

SLIDE COPYING (filmstrip/audiocassette)
approx. 75 frames, color

Covers all phases of slide reproduction including selection of equipment and film, lighting, filtration, making titles, etc. It discusses slide copying systems from the simplest to the most complex. The instructional guide contains a bibliography, addresses of equipment manufacturers, and plans for building your own simple slide copier.

MRD, 1976 Purchase $22.50

See PRODUCING EFFECTIVE AUDIOVISUAL PRESENTATIONS--SERIES for additional titles.

A-V EQUIPMENT SELF-INSTRUCTION PACKETS
audiocassette, printed material

A series of packets prepared for elementary-intermediate children. Each packet consists of an instructional cassette, a printed review in duplicating master form, a diagram of the equipment, and instructor's notes. Equipment includes: cassette recorder, record player, filmstrip viewer, Super 8 film loop projector, overhead projector, 35mm filmstrip projector, 16mm film projector, opaque projector, slide projector, and reel-to-reel tape recorder.

MBP, 1977 Purchase - each $ 10.00-$30.00
Purchase - set 220.00

BASIC ART TECHNIQUES FOR SLIDE PROJECTION (slide audiotape)
10 min, 55 slides, color

Basic techniques for preparing simple artwork and for photographing this artwork to produce slides; reasons for standardizing outside dimensions and working area of artwork; describes various lettering systems, legibility standards, and useful material for artwork preparation.

KODAK, 1972 Purchase $58.00

COMMUNICATIONS UNLIMITED--DEMONSTRATION FILM FOR THE KODAK SUPERMATIC 60 SOUND PROJECTOR (8mm film)
4 1/2 min, color

KODAK Purchase $7.50

FACTS ABOUT PROJECTION (3rd Edition) (16mm film or 3/4" videocassette)
14 min, color

How projectors work; care and maintenance of equipment; arrangement of projector and screen; light control; advance preparation.

IFB, 1976 Rental $ 10.00
Purchase 195.00

HOW TO USE AV EQUIPMENT (filmstrip/audiocassette)
2 filmstrips, 2 audiocassettes, guide, color

For training AV operators and preventing goof-ups, snafus, torn filmstrips, and damage to equipment.

EDA, 1977 Purchase $29.00

KODAK EC-K SOLID STATE DISSOLVE CONTROL (slides/audiotape)
33 slides, color

Describes advantages of projection with a variable rate dissolve control.

KODAK Purchase $25.00

KODAK EKTAGRAPHIC AUDIOVIEWER/EF VISUALMAKER (slide/audiotape)
6 min, color

KODAK Purchase $40.00

KODAK EKTAGRAPHIC SLIDE PROJECTOR-ADJUST AND ALIGN (slide/audiotape)
240 slides, 10 audiotapes, color

A modular self instructional program covering the ten most critical adjustments needed for efficient functioning of ektagraphic slide projectors, including correcting auto-focus mechanism, aligning gate, and adjusting cam-stack timing.

KODAK Purchase $150.00

KODAK EQUIPMENT DEMONSTRATION PROGRAMS (SERIES)

How to Use the Kodak Ektagraphic Visualmaker (16mm film or 8mm film)
5 min, color
Purchase - 8mm $26.00
Purchase - 16mm 48.00

Kodak Ektagraphic 120 Movie Projector (8mm film)
3 1/2 min, color
Purchase $15.00

Kodak Supermatic 8 Processor (16mm film or 8mm film)
3 1/2 min, color
Purchase - 8mm $22.00
Purchase - 16mm 30.00

Kodak Supermatic Film Videoplayers (8mm film)
10 min, color
Purchase $45.00

Recording Sound with the Kodak Supermatic 70 Sound Projector (8mm film)
7 1/2 min, color
Purchase $38.00

OPAQUE PROJECTOR: PROJECTION OPTICS 20005 (slide or filmstrip)
slides-81 frames, filmstrip-27 frames, color

Step-by-step procedure for focusing, elevating, changing lamp, and using machine with opaque pictures and objects. Slide format contains three identical lessons of 27 frames each. Available as a filmstrip, mounted slides in plastic, or unmounted slides.

MSI, 1969 Purchase - filmstrip $ 9.50
Purchase - mounted slides 28.50
Purchase - unmounted slides 24.50

THE OVERHEAD PROJECTOR (filmstrips/audiocassettes)
4 filmstrips, 50 frames each, color

Maximum effectiveness of the overhead projector as a teaching aid may be gained by a thorough understanding of its operation and care as well as a knowledge of how to produce quality transparencies and evaluate commercial productions. These four color filmstrips are designed to help teachers use the overhead projector to the best advantage. Titles:

The Overhead Projector
Teaching the Overhead Projector
Evaluation of Transparencies
Basic Transparency Production

EFS, 1969 Purchase - set $48.00

THE OVERHEAD PROJECTOR KIT (filmstrips)
4 filmstrips, captioned or with cassettes, color

A series of four filmstrips dealing with the overhead projector. Titles include:

1. Basic Transparency Production (41 frames), explaining how to select materials and content, design the visual, and prepare masters for thermal and diazo processes.
2. Evaluation of Transparencies (41 frames), explains criteria for selection of commercially made transparencies in terms of relationship to curriculum, message design, and technical considerations.
3. The Overhead Projector (44 frames), explains how the projector works, how to operate it, and how the overhead can make a unique contribution to teaching.
4. Teaching with the Overhead Projector (38 frames), explains the uses and techniques in elementary and secondary subjects.

MSI, 1969 Purchase - captioned $28.50
Purchase - with cassettes 49.95

OVERHEAD PROJECTOR: PROJECTION OPTICS 6000 (slides or filmstrip)
slides-81 frames, filmstrip-20 frames, color

Step-by-step procedure for focusing, elevating, changing lamp, and using machine with an overhead transparency. The slide format contains four identical lessons of 20 frames each. Available as a filmstrip, mounted slides in plastic, or unmounted slides.

MSI, 1969 Purchase - filmstrip $ 9.50
Purchase - mounted slides 28.50
Purchase - unmounted slides 24.50

SLIDE AND FILMSTRIP PROJECTOR: BELL AND HOWELL 745 AUTOLOAD (slides or filmstrips)
slides-81 frames, filmstrip-80 frames

Step-by-step procedure for setting up projector, operating, removing jammed film, projecting either slide or filmstrip, replacing lamp and putting projector away. Available as a filmstrip, mounted slides in plastic, or unmounted slides.

MSI, 1972 Purchase - filmstrip $17.90
Purchase - mounted slides 28.50
Purchase - unmounted slides 24.50

SLIDE AND FILMSTRIP PROJECTOR: KODAK CAROUSEL EKTAGRAPHIC (slides or filmstrip)
slides-81 frames, filmstrip-77 frames, color

Step-by-step procedure for setting up projector, loading the tray, operating, removing jammed slides, projecting filmstrips, replacing lamp, and putting machine away. Available as a filmstrip, mounted slides in plastic, or unmounted slides.

MSI, 1970 Purchase - filmstrip $17.90
Purchase - mounted slides 28.50
Purchase - unmounted slides 24.50

SLIDE AND FILMSTRIP PROJECTOR: STANDARD 500 (slides or filmstrip)
slides-81 frames, filmstrip-40 frames, color

Step-by-step procedure for setting up, threading and operating projector with filmstrips and 2x2 slides, changing lamp and putting machine away. Slide format contains two identical lessons of 40 frames each. Available as a filmstrip, mounted slides in plastic or unmounted slides.

MSI, 1969 Purchase - filmstrip $10.50
Purchase - mounted slides 28.50
Purchase - unmounted slides 24.50

SLIDE AND FILMSTRIP PROJECTOR: VIEWLEX V-25 (slides or filmstrip)
slides-81 frames, filmstrip-57 frames, color

Step-by-step procedure for setting up projector, operating it with filmstrips and 2x2 slides in a slide carrier, replacing lamp, and putting machine away. Available as a filmstrip, mounted slides in plastic, or unmounted slides.

MSI, 1969 Purchase - filmstrip $15.50
Purchase - mounted slides 28.50
Purchase - unmounted slides 24.50

A/V EQUIPMENT USE

USE OF OVERHEAD PROJECTOR (transparencies)
8 transparencies

How projector works, Fresnel lens, advantages of the overhead, lettering for projection, and nomenclature and maintenance.

LANSFORD, 1973 Purchase $71.95

USING TECHNOLOGY: THE EQUIPMENT (reel-to-reel audiotape or videocassette)
20 min each, b & w

Each of the in-service programs in this series concerns familiarization with and operational explanations of various types of audiovisual equipment; can be viewed individually or in a workshop situation. Titles.

1. Introduction to course, the record player and reel-to-reel recorder.
2. Reel-to-reel tape recording techniques and the cassette tape recorder.
3. The overhead projector.
4. Still projectors.
5. Motion picture projectors (Part 1).
6. Motion picture projectors (Part 2).
7. Photography and special equipment.
8. Radio, television and videotaping.

GPN, 1973 Purchase $175.00

TAPE RECORDING

BEHIND THE TAPE--THE TEACHER (audiotape or audiocassette)
45 min

Guide to audio-lingual methods and effective use of language labs.

NCAT, 1968 Purchase - audiotape $3.95
Purchase - audiocassette 4.45

HISTORY OF THE TAPE RECORDER AND THEORY OF TAPE RECORDING (audiotape or audiocassette)
60 min

History of the recorder from the first wire recorder to today's modern equipment; how tape recorders work and how to use them.

NCAT Purchase - audiotape $4.50
Purchase - audiocassette 5.00

SOUND RECORDING (filmstrip/audiocassette)
approx. 75 frames, color

Describes the techniques and equipment utilized in the production of the audio portion of an audiovisual presentation. Topics include selection of equipment, mixing sound, special effects, use of microphones, narration techniques and tape editing procedure.

MRD Purchase $22.50

See PRODUCING EFFECTIVE AUDIOVISUAL PRESENTATIONS--SERIES for additional titles.

SOUND: RECORDING AND REPRODUCTION (filmstrip/videocassette)
6 sound filmstrips or 2 color videocassettes

The six instructional programs cover: record players and turntables, tape recorders, microphones and speakers, mixing and editing, amplifiers and audio systems, and the recording and reproduction of sound.

MWA, 1978 Filmstrips $135.00
Videocassettes 295.00

TAPE RECORDER: WOLLENSAK 1500 AV (reel) (slides or filmstrips)
slides-81 frames, filmstrip-51 frames, color

Step-by-step procedure for setting up machine, recording a tape, playback, using machine as a public address sytem, and performing troubleshooting. Available as a filmstrip, mounted slides in plastic, and unmounted slides.

MSI, 1969 Purchase - filmstrip $15.50
Purchase - mounted slides 28.50
Purchase - unmounted slides 24.50

TAPE RECORDER: WOLLENSAK 2551 (cassette) (slides or filmstrip)
slides-81 frames, filmstrip-72 frames, color

Step-by-step procedure for setting up tape recorder, recording a tape, playing a tape, synchronizing tape with slide projection and putting machine away. Available as a filmstrip, mounted slides in plastic, and unmounted slides.

TAPE...continued

MSI, 1973 Purchase - filmstrip $17.90
Purchase - mounted slides 28.50
Purchase - unmounted slides 24.50

TIPS ON TAPES FOR TEACHERS (audiotape or audiocassette)
27 min

Teaching procedures where recordings can be effectively used; different uses of the recorder in the classroom (music, interviews, speeches, etc.)

NCAT Purchase - audiotape $3.10
Purchase - audiocassette 3.60

USING TAPE RECORDERS IN THE LANGUAGE CLASSROOM (16mm film or videocassette)
35 min, color

Shows how tape recorders can be used for listening comprehension. Two teachers--both in actual classroom settings--show two ways of preparing students for listening to and understanding an extended sample of English.

GPN, 1978 Purchase - film approx. $490.00

UTILIZING THE TAPE RECORDER IN TEACHING (filmstrips/audiocassette)
2 color filmstrips, 2 audiocassettes, narration guide

Deals with techniques for integrating the audio tape recorder into both group and individualized instruction. Part I provides examples of teaching situations in which audio recording improves instructional effectiveness. Part II describes the fundamentals of the tape recording process and suggests techniques for making quality recordings. Part III shows in step-by-step format the procedures necessary for operating generalized cassette and reel-to-reel recorders. Part IV describes the process for interconnecting recorders in order to make multiple copies. Part IV also provides an overview of routine maintenance procedures.

MSI, 1975 Purchase $35.50

DRY MOUNTING AND LAMINATION

BASIC TECHNIQUES (16mm film)
5 min, sound, color

Basic dry mounting techniques that involve dry mounting tissue and fotoflat.

UIOWA, 1965 Rental $ 4.00
Purchase 84.00

CLOTH BACKING (16mm film)
5 min, color

Chartex--what it is, how it is applied, and some of its uses.

UIOWA, 1965 Rental $ 4.00
Purchase 84.00

COLD MOUNTING (slides or filmstrip)
40 captioned frames, color

Step-by-step procedure for mounting without a heat press including (a) using rubber cement, (b) using adhesive sheets and (c) using spray adhesive. All necessary supplies are illustrated and explained. Available as a filmstrip or as slides mounted in plastic.

MSI, 1975 Purchase - filmstrip $10.50
Purchase - slides 15.50

CREATIVE APPLICATION (16mm film)
7 min, sound, color

Some possibilities for using the dry mount press as a creative tool; no narration.

UIOWA, 1965 Rental $ 4.95
Purchase 115.00

DISPLAY AND USE (16mm film)
5 min, color

Various classroom uses of instructional materials prepared with the dry mount press.

UIOWA, 1965 Rental $ 4.00
Purchase 84.00

DRY MOUNTING WITH HEAT PRESS (slides or filmstrip)
40 captioned frames, color

Step-by-step procedure for dry mounting using both Permanent Tissue and Nonpermanent Cloth Backing. All necessary supplies and equipment are illustrated and explained. Available as a filmstrip or as slides mounted in plastic.

MSI, 1975 Purchase - filmstrip $10.50
Purchase - slides 15.50

DRY MOUNTING AND LAMINATION

HEAT LAMINATING (slides or filmstrip)
40 captioned frames, color

Step-by-step procedure for laminating using (a) a Dry Mounting Press, (b) a Roll Laminator and (c) a Thermal Copier. All necessary supplies and equipment are illustrated and explained. Available as a filmstrip or as slides mounted in plastic.

MSI, 1975	Purchase - filmstrip	$10.50
	Purchase - slides	15.50

LAMINATING AND LIFTING (16mm film)
5 min, color

Illustrates step-by-step how to laminate to preserve flat instructional materials and how to make a color lift transparency.

UIOWA, 1965	Rental	$ 4.00
	Purchase	84.00

SPECIAL TECHNIQUES (16mm film)
5 min, color

Special applications and processes utilizing a variety of dry mounting materials and techniques.

UIOWA, 1965	Rental	$ 4.00
	Purchase	84.00

USING IDEAS (16mm film)
8 min, color

Ways in which the dry mounting process can be used in the classroom; no narration.

UIOWA, 1969	Rental	$ 4.35
	Purchase	98.00

GRAPHICS

"COLOR LIFT" TRANSPARENCIES (slides or filmstrip)
40 captioned frames, color

Step-by-step procedure for making "color lifts" from magazines using both Heat Laminating film and Self-Adhesive Sheets. All necessary supplies and equipment are illustrated and explained. Available as a filmstrip or as slides mounted in plastic.

MSI, 1975	Purchase - filmstrip	$10.50
	Purchase - slides	15.50

COPYING AND DUPLICATING PROCESSES (SERIES) (filmstrip/audiocassette)
6 filmstrips, 6 audiocassettes, 1 handbook
30 min total

Explanation and demonstration of six copying and duplicating methods. Titles include: Carbon Transfer, Diazo Copy, Photocopy, Screen Stencil, Thermal Copy, and Electrostatic Copy.

INDIANA, 1973	Purchase - set	$72.00
	Purchase - filmstrip	15.00
	Purchase - audiocassette	15.00
	Purchase - 25 handbooks	10.00

FREEHAND DRAWING
FREEHAND PEN LETTERING (videotape cassettes)
15 min each, sound, color

Two programs which describe the materials and techniques for freehand pen drawing and lettering to improve the appearance of instructional materials. Includes workbooks with materials

FREEHAND...continued

lists, templates, guides.

Rental - each	$10.00
Purchase - each	95.00

FUNDAMENTALS OF LAYOUT DESIGN (filmstrip/audiotape)
50 frames, color

Fundamentals of layout in creating visuals.

BFA, 1967	Purchase - filmstrip	$10.00
	Purchase - audiotape	8.00

GRAPHICS (filmstrip/audiocassette)
approx. 75 frames, color

Illustrates the techniques and materials for preparing effective art work for use in audiovisual presentations. Topics include standardization, legibility, layout principles, production materials and methods, and titling techniques.

MRD, 1975	Purchase	$22.50

See PRODUCING EFFECTIVE AUDIOVISUAL PRESENTATIONS--SERIES for additional titles.

THE GRAPHIC ARTS: AN INTRODUCTION (filmstrips/audiocassettes)
4 color filmstrips, 4 audiocassettes, teacher's guide

THE GRAPHIC...continued

Illustrates the technical, commercial and artistic possibilities of the graphic arts. Shows samples of typography, book and advertising illustration, and fine art forms. The four titles include:

1. Typography and Design
2. Illustration
3. Photography
4. Printmaking

MSI Purchase $89.00

GRAPHICS INTEREST GROUP (audiotape or audiocassette)

Recorded session at AECT National Convention featuring Don Smellie, Duane Hedin, Leon Beuther, Donald Perrin, and Pascal Trohanis.

NCAT, 1971 Purchase - audiotape $ 9.00
Purchase - audiocassette 10.00

AN INTRODUCTION TO SCREEN PRINTING (filmstrips/audiocassettes)
4 color filmstrips, 4 audiocassettes, 4 guides

Step-by-step color photographs and diagrams illustrating each phase of screen printing. Explains the historical setting, building a frame and stretching the fabric, as well as illustrating five basic stencil techniques and giving examples of industrial and artistic applications.

MSI Purchase $89.00

PRODUCTION TECHNIQUES FOR INSTRUCTIONAL GRAPHIC MATERIALS (audiocassette, sound/slide filmstrips, student manual)

PRODUCTION...continued

This multimedia program provides detailed coverage of techniques for mounting, lamination, lettering, drawing, picture lifting and transparencies. All components can be used independently or in combination with other basic materials.

MERRILL, 1977 Basic materials $695.00
Advanced materials 395.00
Audiotutorial materials 15.00

THERMO-FAX TRANSPARENCIES (slides or filmstrip)
17 captioned filmstrips, b & w

Step-by-step procedure for using the 3M Model 96 Infrared Copier to make a transparency from a handmade pencil master. Available as a filmstrip or as slides mounted in plastic.

MSI, 1968 Purchase - filmstrip $ 9.50
Purchase - slides 13.50

TOOLS OF THE GRAPHIC DESIGNER (filmstrip/audiotape)
50 frames, color

Materials and tools used in all phases of words from layout to lettering.

BFA, 1967 Purchase - filmstrip $10.00
Purchase - audiotape 8.00

WRICO LETTERING AND SEAL DRY MOUNTING (slides or filmstrip)
27 captioned frames, b & w

Step-by-step procedure for making a simple poster using dry mount tissue and press and lettering with a WRICO wire-brush pen and guide. Available as a filmstrip or as slides mounted in plastic.

MSI, 1968 Purchase - filmstrip $ 9.50
Purchase - slides 13.50

ANIMATION, A LIVING ART FORM (16mm film)
10 min, color

Overview of motion picture animation production from script through storyboard, animation, sound camera, editing, and composite print.

AIMS, 1971	Rental	$ 20.00
	Purchase	145.00

THE ART OF FILM (16mm film)
22 min each, 6 films, sound, color

Titles include: "Screenwriting," "The Camera," "Performance," "Music and Sound," "The Edited Image," and "The Director." Study guide, background text, and bibliography included.

PERSPECTIVE, 1975	Purchase - each	$ 375.00
	Purchase - series	1,995.00

THE ART OF THE MOTION PICTURE (16mm film)
20 min, sound, color

The film defines and gives examples of composition, lighting, editing, filming of movement, and use of sound.

BFA, 1969	Rental	$ 18.00
	Purchase	270.00

BASIC FILM EDITING (16mm film, 8mm film, or videocassette)
17 min, sound, color

Humorous depiction of processes and purposes of film editing; applicable to beginning cinema classes.

PYRAMID, 1975	Rental	$ 25.00
	Purchase - film	250.00
	Videocassette	190.00

BASIC FILM PHOTOGRAPHY (16mm film, 8mm film, or videocassette)
17 min, sound, color

Practical demonstrations of ways to film different subjects most effectively and of effects thus produced in finished productions.

PYRAMID, 1976	Rental	$ 20.00
	Purchase - 16mm	250.00
	Videocassette	190.00

BASIC FILM TERMS: A VISUAL DICTIONARY (16mm film or videocassette)
15 min, sound, color

Produced primarily for the teaching of film technique and film appreciation in schools

BASIC...continued

and universities, this film gives precise visual examples of the most important film terms.

PYRAMID, 1970	Rental	$ 20.00
	Purchase - 16mm	200.00
	Videocassette	150.00

BASIC MOVIE MAKING (16mm film)
14 min, color

Proper ways of zooming, when and when not to pan, value of camera steadiness, and how to tell a story visually.

KODAK, 1973	Free loan	
	Purchase	$85.00

CAMERA MAGIC: THE ART OF SPECIAL EFFECTS (16mm film or videocassette)
16 min, color

How to use a 16mm or 8mm camera to produce multiple images, rotation in space, reverse action, instant appearances, and other special effects without special equipment.

PYRAMID, 1975	Rental	$ 20.00
	Purchase - 16mm	225.00
	Videocassette	170.00

EXPLORING WITH THE TIME-LAPSE CAMERA (16mm film)
10 min, color

Explores the techniques and uses of time-lapse photography. The film demonstrates methods of taking single-frame exposures, both manually and mechanically, and shows the effects of allowing different time intervals between exposures.

IFB, 1968	Rental	$ 7.00
	Purchase	145.00

THE EYE HEARS, THE EAR SEES (16mm film)
59 min, color

Norman McLaren talks of his techniques, experiences, and methods in filmmaking; excerpts from his movies show animation with live characters, moving pictures without a camera, and music tracks without musical instruments.

IFB, 1971	Rental	$ 45.00
	Purchase	600.00

FACTS ABOUT FILMS (3rd ed.) (16mm film or 3/4" videocassette)
9 1/2 min, color

FACTS...continued

Definition and uses of various kinds of film; information on optical and magnetic sound tracks, care and maintenance of films, causes and repair of film damage.

IFB, 1976 — Rental $ 9.00; Purchase 145.00

A FILM ABOUT CINEMATOGRAPHY (16mm film)
18 min, color

Uses cinematographic equipment: framing and composing; effects of different lenses; lighting and exposure; focusing and depth-of-field; camera movements.

IFB, 1974 — Rental $ 12.50; Purchase 225.00

A FILM ABOUT FILM EDITING (16mm film)
15 min, color

Basic steps in film editing: spatial effects (angle and distance of shots, match cuts, cutaways, cross-cutting); temporal effects (lengths of shots), point of view and transitional effects (fades, dissolves).

IFB, 1974 — Rental $ 10.00; Purchase 185.00

A FILM ABOUT FILMMAKING (16mm film)
17 min, color

Basic techniques of film production as director and his crew plan, shoot, and edit a short film.

IFB, 1972 — Rental $ 12.50; Purchase 225.00

FILM GRAPHICS: ABSTRACT ASPECTS OF EDITING (16mm film)
14 min

Uses pictures, animation, and quotations from classical cinema to teach some basic structural principles of film editing.

UCEMC, 1973 — Rental $ 16.00; Purchase 180.00

FILM MAKING (16mm film)
28 min, color

Through vivid montages and colorful examples, the essential steps in the production of an educational film become clear. Research, scriptwriting, budgeting, costuming, rehearsal, lighting, shooting, editing, mixing, printing, distribution and sales are highlighted.

PARAMOUNT — Rental $ 35.00; Purchase 320.00

FILM THEORY-PART ONE (16mm film)
25 min, b & w

A study of the affinities of film which give it dimensions. Includes the impact created by shots, movement, time, meaning, tempo, and reality in both the visual and sound aspect.

OHIO, 1976 — Rental $ 10.00; Purchase 150.00

FILMMAKING TECHNIQUES (Series) (16mm film)
color

1. Acting. 32 min, rental $50.00, purchase $420.00; famous actors discuss common problems that film actors must deal with; film terminology and camera techniques.
2. Camera. 17 min, rental $30.00, purchase $285.00; major points about motion picture photography and cameras; definitions and explanations of techniques.
3. Editing. 16 min, rental $30.00, purchase $235.00; step-by-step processes of setting up editing bench, using rewinds and moviescope, splicing, breaking down work print, marking, adding dialogue, etc.
4. Going on Location. 13 min, rental $30.00, purchase $250.00; preproduction planning, attention to detail, and logistic which help make filming on location economical.
5. Lighting on Location. 13 min, rental $20.00, purchase $200.00; key points such as sources of power, hook up, use of filters, window diffusion, and use of reflectors.
6. Makeup (Aging and Hair). 17 min, rental $30.00, purchase $250.00; techniques of the aging process and application of beards, moustaches, black eyes, skin tones, and built-up noses.
7. Overview of 8mm production. 17 min, rental $30.00, purchase $240.00; script planning, location scouting, camera angles, editing, titling, and post production sound.
8. Stage Lighting. 15 min, rental $20.00, purchase $225.00; equipment and techniques used to create film lighting.
9. Stunts (Fights and Falls). 13 min, rental $20.00, purchase $200.00; warm-up exercises, body control, safety, control, and cooperation.
10. Conversations on Acting. 27 min, rental $40.00, purchase $385.00; Helen Hayes, Henry Fonda and others talk informally about acting for stage and films.

AIMS, 1973

FRAME BY FRAME: THE ART OF ANIMATION (16mm film or videocassette)
13 min, color

People and object animation, cell animation, direct images on film, still pictures and flicker filming, cut-outs, and time sequence.

PYRAMID, 1973 — Rental $ 20.00; Purchase - 16mm 200.00; Videocassette 150.00

FUTURE OF FILMS (audiotape or audiocassette)
15 min

Brief history of film making; changes and causes in film styles. Estimates future uses and limitations of medium for both education and entertainment fields.

NCAT	Purchase - audiotape	$2.40
	Purchase - audiocassette	2.90

JAMES WONG HOWE, CINEMATOGRAPHER (16mm film)
23 min, color

Mr. Howe shows how to use lighting to create the desired mood and effect.

DAVIDSON, 1973	Rental	$ 25.00
	Purchase	300.00

MAKING A SOUND FILM (16mm film)
13 min, color

Introduction to techniques and procedures used to produce sound on film.

IFB, 1973	Rental	$ 10.00
	Purchase	165.00

THE MAKING OF A DOCUMENTARY (16mm film)
21 min, color

Procedure, from planning and research, to shooting and editing, and to the final product.

CAROUSEL, 1972	Purchase	$250.00

MASCELLI'S CINE WORKBOOK: TEST AND TOOLS
(multimedia)
book (or kit), 2 vols

A multimedia package in two volumes--one a text on the subject, the other containing a selection of materials useful for study and practice in film production.

C/G, 1973	Purchase	$20.00

MOTION PICTURE PRODUCTION--BASIC LIGHTING
(16mm film or 8mm film)
5 min, color

Uses a miniature set to show basics of lighting such as intensity, direction, and specularity. Teacher's guide included.

KODAK, 1971	Purchase - 16mm	$33.00
	Purchase - 8mm	20.00

MOTION PICTURE PRODUCTION--BASICS OF CINEMATOGRAPHY
(16mm or 8mm film)
21 min, color

Discusses and demonstrates sequence development and pictorial continuity in motion picture production. For the camera operator, editor, and film director beginning work on the professional level.

KODAK, 1977	Purchase - 16mm	$80.00
	Purchase - 8mm	50.00

MOTION PICTURE PRODUCTION--CAMERA HANDLING (16mm or 8mm film)
5 min, color

Deals with the placement and handling of a motion picture camera, including the use of a tripod, the technique of hand-holding and the movement of the camera using different wheeled devices.

KODAK, 1973	Purchase - 16mm	$33.00
	Purchase - 8mm	20.00

MOTION PICTURE PRODUCTION--CONTINUITY 1 & 2 (16mm film)
5 min each

Shows the classical elements of screen direction and the utilization of an action axis. Also covers compression of time and space using various shots. The second film discusses controlled action and the use of a master shot, simicontrolled action or the three-shot approach, and uncontrolled action in which the photographer may have to improvise to tell a complete story.

KODAK, 1972	Purchase - each - 16mm	$37.00
	Purchase - each - 8mm	22.00

MOTION PICTURE PRODUCTION--SOUND SUPER 8 (8mm film)
10 min, color

Basics of planning and shooting a super 8 single-system sound motion picture, including using a planning board, setting up equipment, shooting a scene, and editing sound super 8 film.

KODAK	Purchase	$38.00

MOTION PICTURE PRODUCTION--SUPER 8 SOUND EDITING
I and II (16mm or 8mm film)
9 min, 11 min, color

The first film illustrates editing equipment and techniques for super 8 single-system filmmaking. The second is for double-system film.

KODAK, 1977

PINSCREEN (16mm film, videocassette)
40 min, sound, color

Alexandre Alexieff and Claire Parker, inventors of the pinscreen animation board, show a group of animators how the board can be manipulated to create an infinite range of visual images and perspectives.

PYRAMID, 1977	Rental	$ 45.00
	Purchase - 16mm	400.00
	Videocassette	300.00

PRACTICAL FILM MAKING (16mm film)
19 min, color

Elements of film making, functions of each crew member, and means of producing low-cost but well planned and effective films.

EBEC, 1972	Purchase	$255.00

PROPER FILM HANDLING (16mm film)
20 min

Deals with procedures for handling film from the editing bench through projection. Emphasizes the importance of cleanliness and care to get the best image possible. A TV station is used as the setting for the film.

KODAK	Purchase	$122.00

THE SCREEN PLAY, PYRAMID FILM (16mm film or videocassette)
16 min, color

Fundamentals of writing for motion pictures.

PYRAMID, 1973	Rental	$ 20.00
	Purchase - 16mm	220.00
	Videocassette	165.00

SCRIPT TO SCREEN (16mm film)
22 min, color/b & w

Film production from start to finish, done with a tongue-in-check approach, to show complexities of producing a relatively simple few minutes of completed film.

MACMILLAN, 1973	Rental	$ 20.00
	Purchase	265.00

SIX FILMMAKERS IN SEARCH OF A WEDDING (16mm film or videocassette)
13 min, color

Humorous portraits of an American wedding as seen through six different camera lenses and six types of film treatment.

PYRAMID, 1975	Rental	$ 20.00
	Purchase - 16mm	200.00
	Videocassette	150.00

SPECIAL EFFECTS (16mm film or videocassette)
13 min, color

How special effects, such as lightning, bullet holes, fire, and snow, are produced in motion pictures.

PYRAMID, 1973	Rental	$ 20.00
	Purchase - 16mm	220.00
	Videocassette	165.00

FILM EQUIPMENT

CAMERA (16mm film)
17 min, color

Major points about motion picture photography and cameras; definitions and explanations of techniques.

AIMS, 1973	Rental	$ 30.00
	Purchase	285.00

FILM SPLICER: GRISWOLD JUNIOR (slides or filmstrip)
slides-81 frames, filmstrip-20 frames, b & w

Step-by-step procedure for making a cement splice on 16mm film. Slide format contains three identical lessons of 20 frames each.

MSI, 1968	Purchase - filmstrip	$ 9.50
	Purchase - mounted slides	28.50
	Purchase - unmounted slides	24.50

THE MOTION PICTURE & FILMSTRIP PROJECTOR KIT
(filmstrips)
3 filmstrips, captioned or with audio-cassettes, color

Practical information on the use and care of audiovisual equipment. Titles include: (1) Operating the Filmstrip Projector (65 frames), (2) Operating the Motion Picture Projector (63 frames), (3) Trouble Shooting the Motion Picture Projector (54 frames).

MSI, 1969	Purchase - captioned	$21.50
	Purchase - with cassettes	38.95

MOTION PICTURE PROJECTOR: BELL AND HOWELL 552 AUTOLOAD (slides or filmstrip)
slides-81 frames, filmstrip-76 frames, color

Step-by-step procedure for setting up projector, threading, operating, avoiding film damage and putting projector away. Available as a filmstrip, mounted slides in plastic, or unmounted slides.

MSI, 1970	Purchase - filmstrip	$17.90
	Purchase - mounted slides	28.50
	Purchase - unmounted slides	24.50

MOTION PICTURE PROJECTOR: BELL AND HOWELL 540 (slides or filmstrip)
slides-81 frames, filmstrip-80 frames, color

Step-by-step procedure for setting up projector, threading, operating, avoiding film damage and putting projector away. Available as a filmstrip, mounted slides in plastic, or unmounted slides.

MSI, 1969	Purchase - filmstrip	$17.90
	Purchase - mounted slides	28.50
	Purchase - unmounted slides	24.50

MOTION PICTURE PROJECTOR: BELL AND HOWELL 1552 AUTOLOAD (slides or filmstrip)
slides-81 frames, filmstrip-80 frames, color

Step-by-step procedure for setting up projector, threading, operating, avoiding film damage and putting projector away. Available as a filmstrip, mounted slides in plastic, or unmounted slides.

MSI, 1975	Purchase - filmstrip	$17.90
	Purchase - mounted slides	28.50
	Purchase - unmounted slides	24.50

MOTION PICTURE PROJECTOR: EIKI-INTERNATIONAL, RT-O (slides or filmstrip)
slides-81 frames, filmstrip-80 frames, color

Step-by-step procedure for setting up projector, threading, operating, avoiding film damage and putting projector away. Available as a filmstrip, mounted slides in plastic, or unmounted slides.

MSI, 1975	Purchase - filmstrip	$17.90
	Purchase - mounted slides	28.50
	Purchase - unmounted slides	24.50

MOTION PICTURE PROJECTOR: GRAFLEX 920 (slides or filmstrip)
slides-81 frames, filmstrip-79 frames, color

Step-by-step procedure for setting up projector, threading, operating, avoiding film damage and putting projector away. Available as a filmstrip, mounted slides in plastic, or unmounted slides.

MSI, 1969	Purchase - filmstrip	$17.90
	Purchase - mounted slides	28.50
	Purchase - unmounted slides	24.50

MOTION PICTURE PROJECTOR: KODAK PAGEANT AV-126-TR (slides or filmstrip)
slides-81 frames, filmstrip-80 frames, color

Step-by-step procedure for setting up projector, threading, operating, avoiding film damage and putting projector away. Available as a filmstrip, mounted slides in plastic, or unmounted slides.

MSI, 1970	Purchase - filmstrip	$17.90
	Purchase - mounted slides	28.50
	Purchase - unmounted slides	24.50

MOTION PICTURE PROJECTOR: RCA/VIEWLEX 1600 (slides or filmstrip)
slides-81 frames, filmstrip-76 frames, color

Step-by-step procedure for setting up projector, threading, operating, avoiding film damage and putting projector away. Available as a filmstrip, mounted slides in plastic, or unmounted slides.

MSI, 1973	Purchase - filmstrip	$17.90
	Purchase - mounted slides	28.50
	Purchase - unmounted slides	24.50

MOTION PICTURE PROJECTOR: SINGER-GRAFLEX 1160A INSTA-LOAD (slides or filmstrip)
slides-81 frames, filmstrip-79 frames, color

Step-by-step procedure for setting up projector, threading, operating, avoiding film damage and putting projector away. Available as a filmstrip, mounted slides in plastic, or unmounted slides.

MSI, 1973	Purchase - filmstrip	$17.90
	Purchase - mounted slides	28.50
	Purchase - unmounted slides	24.50

SUPER 8 MOTION PICTURE PROJECTOR: KODAK EKTAGRAPHIC, 123 (slides or filmstrip)
slides-81 frames, filmstrip-73 frames, color

Step-by-step procedure for setting up projector, threading, operating, avoiding film damage and putting projector away. Available as a filmstrip, mounted slides in plastic, or unmounted slides.

MSI, 1972	Purchase - filmstrip	$17.90
	Purchase - mounted slides	28.50
	Purchase - unmounted slides	24.50

FILM UTILIZATION

CHANGING ATTITUDES ABOUT MARIJUANA THROUGH FILMS (audiocassette or audiotape)

Recorded session at 1970 DAVI (now AECT) National Convention featuring Myron Solin.

NCAT, 1970	Purchase - audiotape	$6.00
	Purchase - audiocassette	7.00

DRUG ABUSE FILMS: WHAT ARE THEY TRYING TO DO? (audiocassette or audiotape)

Recorded session at AECT National Convention featuring Myron Solin.

NCAT, 1971	Purchase - audiotape	$6.00
	Purchase - audiocassette	7.00

LET THEM LEARN (16mm film)
27 min, color

A teacher education film examining the characteristics of educational films that make them significant teaching materials. Illustrates the ways a film can be used in a planned or spontaneous teaching situation.

EBEC Purchase $200.00

A NEW EXPERIENCE WITH 8MM FILM (997122) (audiotape or audiocassette)

Recorded session at AECT National Convention featuring Joan R. Forsdale.

NCAT, 1971	Purchase - audiotape	$6.00
	Purchase - audiocassette	7.00

NON-VERBAL TEACHING THROUGH SUPER 8 SILENT FILMS (audiotape or audiocassette)

Recorded session at 1970 DAVI (now AECT)

NON-VERBAL...continued

National Convention featuring Ted Ward and Joseph Levine.

NCAT, 1970	Purchase - audiotape	$11.00
	Purchase - audiocassette	12.00

PROJECT THE RIGHT IMAGE (16mm film)
14 min, color

An enthusiastic but ill-prepared amateur projectionist and a well-meaning vicar attempt to "Project the Right Image" at a film show for the parishoners at St. Matthew's. In the first half of this hilarious training film, the pair break every rule in the book and the show is abandoned in rib-splitting chaos.

But in the second half of the CTVC-produced film, the clock is turned back and they try again--with the help of the ten basic commandments of projectionship. Satisfaction is almost complete. Winner, "Silver Screen Award," 1976 U. S. Industrial Film Festival.

GPN, 1976 Purchase $190.00

THE PROJECTIONIST IN ACTION (filmstrip/audiocassette)
3 filmstrips, 50 frames each, color

Practical information on the use and care of audiovisual equipment. Titles:
- Operating the Filmstrip Projector
- Operating the Motion Picture Projector
- Trouble Shooting the Motion Picture Projector

EFS, 1969 Purchase $36.00

FILM UTILIZATION

THE UNIQUE CONTRIBUTION (16mm film)
30 min, color

Discusses the value of films as a teaching tool and demonstrates their use. Maurice Mitchell narrates examples of various Encyclopedia Britannica films.

EBEC, 1959 Purchase $165.00

USING MOTION FILM IN THE CLASSROOM (16mm film)
11 min, color

Designed to assist instructors in developing skills of critical analysis and evaluation and the ability to match films to specific learning situations.

UTEX, 1968 Rental $7.00

STUDENT FILMMAKING

THE AMERICAN SUPER 8 REVOLUTION (16mm film)
31 min, sound, color

This documentary captures the exciting process evolving in a social studies class when an under-achieving student presents the idea of making a movie about the American Revolution.

IFF, 1975 Purchase $380.00

HOW TO MAKE MOVIES YOUR FRIENDS WILL WANT TO SEE (16mm film)
10 min, color

The student writer-director's film primer based on such eternal film verities as: catchy introduction, an unfolding story with plenty of close-ups, and an imaginative ending. Suitable for elementary/secondary levels.

BENCH, 1975 Rental $ 20.00
Purchase 175.00

LET'S MAKE A FILM (16mm film)
13 min, color

Correlates with the book Teaching Film Animation to Children, and shows children producing animated films by working with cut-outs, toys, and live actors.

VANNR, 1970 Rental $ 25.00
Purchase 200.00

MINI MOVIE MAKERS (16mm film)
10 min, color

Seven- to twelve-year-old filmmakers star in this record of the activities of a film club led by a woman who specializes in teaching children to make their own films.

PARAMOUNT, 1971 Rental $ 20.00
Purchase 175.00

MOVE (16mm film)
16 min, color

Fourth graders learn to make animated sound movies. The accompanying teacher's guide gives details on (1) how to teach the making of drawings for animation, (2) how to make flip books, (3) how to make a cardboard zoetrope, and (4) what materials and equipment are needed.

BENCH, 1971 Rental $ 25.00
Purchase 235.00

MOVIES: THE MAGIC OF FILM (multimedia kit)
filmstrip/cassette & multimedia kit (31 anthologies, 31 logbooks, 4 posters, teaching guide)

How films are put together; practical suggestions and examples for helping students to become visual communicators.

SBS, 1975 Purchase - set $99.50

THE MOVING IMAGE--SUPER 8 (16mm film or videocassette)
27 min, color

This film follows a variety of activities by a high school filmmaking class involved in creating super 8mm motion pictures.

INDIANA, 1976 Rental $ 12.50
Purchase 315.00

RHETORIC OF THE MOVIE (6 super 8 films & teacher's guide)
color

Six short films designed for teaching about movies as a medium of communication. Sequences parallel the forms of expression and avoid movie jargon. Recommended for grades 5-12 but can be adapted to a more sophisticated course.

AECT Purchase - AECT member $44.95
Purchase - nonmember 57.95

THE WHYS AND HOWS OF STUDENT FILM MAKING
2 filmstrips, with audiocassettes & paperback

Directed at beginning teachers. Gives specific examples of how film making can be used at all grade levels and provides simple "how to" suggestions. Included is a paperback book which explains the basic techniques of movie making.

MBP Purchase $34.50

THE YOUNG ART: CHILDREN MAKE THEIR OWN FILMS
(16mm film)
16 min, color

Correlates with the book Children as Film Makers and shows young students using techniques described in the book.

VANNR, 1969 Rental $ 25.00
Purchase 200.00

TELEVISION: GENERAL

*ALL ABOUT TV (videocassette)
120 min, sound, color

Communications experts discuss the policy statement "Broadcasting and Cable Television: Policies for Diversity and Change"; includes the future of cable television, funding and management, and responsibilities.

CED, 1975 Rental $ 80.00
Purchase 350.00

BEYOND THE MURK OF MASSKULTUR (audiocassette)
25 min

Television destroys our aesthetic discrimination, says sociologist Bernard Rosenberg, dulling our capacity to create and respond to art and distracting us from confronting our human condition. This uncompromising judgement is challenged by Norman Cousins, who sees cause for optimism in the growth of educational television.

CSDI, 1968 Purchase $8.50

BUT FIRST THIS MESSAGE (16mm film)
15 min, color

Film clips from children's television programs and commercials; statements from children, physicians, a toy manufacturer, a professor of communications, and a professor of child development.

ACT, 1971 Rental $ 25.00
Purchase 185.00

BASIC TELEVISION TERMS: A VIDEO DICTIONARY
(16mm film, videocassette)
17 min, sound, color

The process of television production from start to finish for both big budget and small budget television.

PYRAMID, 1977 Rental $ 30.00
Purchase - 16mm 275.00
Videocassette 205.00

CLOSED CIRCUIT TELEVISION (0875-01) (audiocassette or audiotape)
15 min

Produced by Franklin Institute; Carl Weger and Sam Barbour (TV Prod. Engin. Corp.) discuss CCTV, its nature, its past and present, and its applications and advantages in industry, medicine, and classrooms.

NCAT, 1974 Purchase $2.90

*EDUCABLE (16mm film)
19 min

Introduction to educational cable television; basic concepts, possibilities for use, and ways in which each cable system can have community-wide programs.

UCEMC, 1975 Rental $ 19.00
Purchase 245.00

THE ELECTRONIC RAINBOW: TELEVISION (16mm film or videocassette)
23 min, sound, color

The history of television, the basic physical principles and mechanisms of broadcasting and receiving, and the different types of TV systems with the special uses of each.

PYRAMID, 1977 Rental $ 35.00
Purchase - 16mm 325.00
Videocassette 245.00

*NAEB 51st ANNUAL CONVENTION SESSIONS ON TAPE
(audiocassette or audiotape)
70 tapes

All general and most council sessions; mainly public and educational telecommunications.

EXC, 1975 Purchase - each $5.00

TELEVISION: GENERAL

TELEVISION: AN INSIDE VIEW (filmstrips with audiocassette or records)
3 filmstrips & 3 cassettes or 3 records
52 min total, color

History and growth of television, production techniques, development of the network and television's future.

EAV, 1976	Filmstrips & records	$57.00
	Filmstrips & audio-cassettes	63.00

TELEVISION AND VALUES (filmstrips/audiocassettes)
color filmstrips, cassettes, project cards, monitoring forms, 2 books, & teacher's guide

Complete kit consists of: (a) A 75-frame sound filmstrip which analyzes commercial television as a system of values; (b) a set of 24 project cards which enables students to research the impact of television on their own lives and those of others in the class; (c) a spirit master student monitoring form which provides students with a chart to verify by their own viewing some of the criticisms of TV made during the filmstrip; (d) a 128-page paperback workbook, entitled TV Action Book, filled with

TELEVISION...continued

practical ideas for teachers to use in the study of television as a shaper of values; (e) a 220-page TV Sponsors Directory which lists the names of all national TV advertisers; (f) an effective classroom simulation which treats television as a "person" on trial for some "crime against society." Class members are assigned roles as judge, jury, prosecution, defense, and TV itself as they conduct an actual trial; and (g) a detailed teacher's guide to the use of all the components of the kit.

MSI, 1976	Purchase	$39.95

TV: THE ANONYMOUS TEACHER (16mm film)
15 min, color

Television as a medium that both mirrors and contributes to the quality of our lives; a resource for those concerned with television and with children.

MASSMEDIA, 1976	Rental	$ 20.00
	Purchase	225.00

TELEVISION PRODUCTION

*BASIC LIGHTING TECHNIQUES (videotape - 1/2", videocassette - 3/4")
20 min, b & w

Television is the translation of light to electrical energy and back to light. VTR allows us to store light in magnetic form. Light--or the lack of it--is critical to the success or failure of our tapes. This program deals with "normal" lighting, lighting and camera point of view, simple "three-light" setups, and portable lighting. It is not, nor is it intended to be, a treatise on broadcast studio lighting.

SMI	Purchase	$75.00

BASIC TELEVISION PRODUCTION SERIES (videotapes or videocassettes)
20-30 min each, some in color

Topics include microphone basics, lighting basics, camera basics, graphics basics, and film-editing basics.

UCOLEMC, 1975	Rental - each	$15.00
	Purchase - EIAJ 1/2" tape	37.00
	Videocassette - 3/4"	43.00
	IVC tape - 1"	47.00

*BASIC VTR SOUND TECHNIQUES (videotape - 1/2", videocassette - 3/4")
30 min, b & w

Covers microphone availability, selection and application for a variety of taping situations. Automatic vs. manual audio gain, audio mixers and mixing, low vs. high impedence microphones, supplementing your basic audio track, sound editing, audio dubbing, trouble shooting your audio system and much more.

SMI Purchase $75.00

CETO TELEVISION TRAINING FILMS (Series) (16mm film or videocassette)

Animation on Film. 23 min. Film animation from initial ideas to final photography and lighting and materials which can be used.
Animations in the Studio. 25 min, b & w. Construction, lighting, and use of simple slide animation; several animation effects which can be produced in a TV studio.
Basic Lighting. 31 min, b & w. Three- and four-point lighting in a small studio and the effects of good and poor lighting.
Basic Shots. 19 min, b & w. Human figure shots from the long shot to the extreme close-up and the framing of shots with two or more people.
Cut or Mix. 21 min, b & w. The cut from one TV camera to another and the electronic effect known as a mix that gives a gradual change of pictures.
Demonstrations on Television (Subject: Physics on Television). 27 min, b & w. Techniques used by experienced TV producers of physics programs.
Floor Management. 32 min, b & w. Shows part of an actual rehearsal and how the floor manager overcomes operational difficulties.
Good Lighting (Part 1). 32 min, b & w. Fundamental principles of modeling a subject using a basic three-light arrangement
Good Lighting (Part 2). 28 min, b & w. Difference between hard and soft shadows; how to eliminate unwanted shadows; the four-light arrangement.
Good Lighting (Part 3). 24 min, b & w. How the balance of studio lighting is controlled by the faders, problems arising from overall light levels, and implications of the limited contrast range for TV.
Graphics. 29 min, b & w. Main steps in production of word, photo, and simple animated captions; how to avoid poor reproduction on TV.
Make-Up. 25 min, color. Basic rules of make-up for black-and-white television.
Make-up (Part 2). 33 min, color. Basic techniques used in character make-up to show youth and age.

CETO...continued

People Talking. 27 min, b & w. Problems and types of shots in composition and camera direction during an interview-type presentation.
Presentation Techniques (Part One--"Presentation by..."). 23 min, b & w. Performance and appearance of the presenter when addressing the camera directly or when showing the TV audience some small object.
Presentation Techniques (Part Two--Presenter and Studio). 23 min, b & w. Situations in which presenter is required to walk around a large object or along a series of displays.
Sets, Construction and Display. 21 min, b & w. The "presenter" set, "interview" set, and "drama" set.
Sounds Good. 27 min, b & w. Various microphones and sound mixes; importance of sound perspective; problems of achieving good sound quality.
Still Pictures in ETV. 27 min. Criteria for good still pictures, use of superimposition, camera movement over still pictures; and choosing between photographs and drawings.
Superimposition. 30 min, b & w. Superimposition and the engineering principles and methods involved.
Using Lenses (Part One--The Lens Turret). 16 min, b & w. Uses of the four lenses, problems of perspective, and techniques for smooth lens changes.
Using Lenses (Part Two--The Zoom and Other Lenses). 25 min, b & w. Proper use of the zoom lens when its use is vital.
Who Does What? 20 min, b & w. Tasks of all personnel involved in producing a TV program.
Words and Labels. 23 min, b & w. Methods of showing printing and writing on the screen.

GPN, 1970-71 B & W - $150.00
Inquire for color price

*DUPLICATION AND DISTRIBUTION SYSTEMS (videotape - 1/2", videocassette - 3/4")
10 min, b & w

This tape covers how to get the "videos" out to the people who need to see them. Specific techniques for setting up, checking out and operating a duplicating system are enumerated, along with advice on procedures for looping video to time base correction devices. Programming your productions (via CATV, MDS, master antenna, TV pylon, etc.) is also addressed.

SMI Rental $40.00
Purchase 85.00

*EDITING SET-UPS (videotape - 1/2"; videocassette - 3/4")
12 min, b & w

Via a combination of diagrams and actual VTR equipment, the viewer is offered a step-by-step procedure for setting up various editing systems involving material from a variety of sources (i.e., off-air TV, single and multi-live camera systems, special effects generators, and other videotape and videocassette machines.)

SMI	Rental	$40.00
	Purchase	85.00

*ELECTRONIC EDITING (videotape - 1/2"; videocassette - 3/4")
other formats available on request

A series of tapes designed for and produced on helical scan VTRS and VCR's which deal with effective editing techniques. Presented in a format equally adaptable to group or individualized learning situations. With the purchase of one or more programs, a 20-page report, Video Update Special Report on Electronic Editing, is included.

--The TV Process
--What is Electronic Editing?
--Editing Set-Ups
--Electronic Editing--how to do it
--Trouble shooting your editing system
--Duplication and distribution systems
--Pre-production planning for electronic editing
--Location shooting for edited productions
--Transitional devices

SMI	Rental - all 9	$300.00
	Purchase	600.00

*ELECTRONIC EDITING--HOW TO DO IT (videotape - 1/2"; videocassette - 3/4")
15 min, b & w

This tape provides a detailed explanation, accompanied by actual demonstrations of the basic techniques required to perform the following types of edits from both live and pre-recorded sources: Stop-start, Audio dub, Assemble (audio and video), Assemble (audio only), Assemble (video only), Insert (audio and visual), Insert (audio only), Insert (video only).

SMI	Rental	$40.00
	Purchase	85.00

THE FOURTH NETWORK (16mm film)
20 min, color

Production sequence of a TV lesson, from development of a study guide through final taping.

GPN, 1970	Rental	$ 20.00
	Purchase	240.00

GETTING IT ON VIDEO (videocassette or sound filmstrips)
2 50 min, 3/4" videocassettes or 6 sound filmstrips

Designed to assist anyone teaching television courses or wishing to communicate through the medium of television. Topics include: the videocamera, the VTR, portable and single camera systems, graphics, audio, lighting and special effects. Instructional manual includes objectives, utilization strategies and test items.

MWA, 1976	Purchase - filmstrips	$125.00
	Purchase - videocassettes	295.00

GETTING IT ON VIDEO II (filmstrips or videocassettes)
2 50 min, 3/4" videocassettes or 6 sound filmstrips with manual

Builds on its predecessor and covers TV production planning, video hookups, inexpensive set design, color specifics, troubleshooting, and production pointers. Instructional Manual included.

MWA, 1976	Purchase - filmstrips	$125.00
	Purchase - videocassettes	295.00

*INTRODUCING CCTV/VTR (videotape - 1/2"; videocassette - 3/4")
7 min, 22 sec, b & w

Through line drawings and cartoon characters, this tape takes a brief look at the evolution of half-inch and one-inch video tape recorders. It goes on to introduce the viewer to some of the basic concepts of helical scan VTR operation. The tape is designed for the newcomer to VTR. It shows how helical scan videotape recording and closed circuit television work, and how they relate to other communication media.

SMI	Purchase	$30.00

INTRODUCTION TO CATV (videotape - 1/2"; videocassette - 3/4")
27 min, b & w

This tape first gives the viewer a look at the origins of cable TV. It then goes on to document an ongoing CATV operation, covering every aspect from laying cable to community-produced programming.

SMI	Purchase	$100.00

*LOCATION SHOOTING FOR EDITED PRODUCTIONS (videotape - 1/2"; videocassette - 3/4")
12 min, b & w

LOCATION...continued

This tape deals with techniques and procedures that will assure the VTR/VCR user and editor of good quality location material for subsequent editing. The tape covers location shooting procedures and offers useful guidelines for indexing and cataloging location materials.

SMI	Rental	$40.00
	Purchase	85.00

MAKING OF A LIVE TV SHOW (16mm film or videocassette)
26 min, color

Behind-the-scenes treatment of the making of an Emmy Award-winning show, with emphasis upon teamwork, technical proficiency, and skills involved.

PYRAMID, 1971	Rental	$ 30.00
	Purchase - 16mm	325.00
	Videocassette	245.00

PRE-PRODUCTION PLANNING FOR ELECTRONIC EDITING (videotape - 1/2"; videocassette - 3/4")
20 min, b & w

The key to effective editing is planning. This tape outlines and discusses a variety of methods for controlling the large number of variables in the editing situation. Most tapes succeed or fail before the system is ever turned on--in the planning stage. Regardless of your particular editing set-up, this tape will help you to structure and produce better tapes.

SMI	Rental	$40.00
	Purchase	85.00

*THE PORTAPAK (videotape - 1/2"; videocassette - 3/4")
30 min, b & w

Of all the "innovations" trumpeted by the VTR manufacturers, the half-inch, battery-operated, shoulder-carried camera/VTR ensemble dubbed the "portapak" is probably the most revolutionary. Relatively easy to use, the portapak is not without its idiosyncracies. This tape covers the effective application of the portapak, from "In-The-Camera" productions to "Originating Tapes for Half-Inch and One-Inch Editing."

SMI	Purchase	$125.00

SET-UP, PRODUCTION TECHNIQUES, AND PREVENTIVE MAINTENANCE FOR THE SINGLE CAMERA VTR SYSTEM (videotape - 1/2"; videocassette - 3/4")
40 min, b & w

Access to a VTR system is great--but it's not enough. This tape shows how to hook up a basic

SET-UP...continued

single camera VTR system, how to adjust its controls for optimum performance in a given situation, how to accomplish production techniques like follow-thru focus and incamera fades, and how to recognize problems when they occur--and correct them. The goal of the tape is to assist the VTR user in achieving creative control over his equipment and production situation.

SMI	Purchase	$15.00

SIGHT AND SOUND OF VIDEOTAPE PRODUCTION (videotape or videocassette)
10 video programs

Titles:
Portable Videotape Production Techniques
The Preparation of Titles and Artwork for Videotape Production
Audio Techniques for Videotape Production
Program Formats for Instructional Videotape
Set-Up, Operation and Care of the Videotape System
How to Perform on Television
A Practical Guide to Sets and Props for Videotape Production
Lighting for Videotape Production
Camera Techniques for Videotape
How to Produce a Videotape Program

MMM	Inquire	

TELEVISION NEWSMAN (16mm film or S8mm film or videocassette)
28 min, color

Television newsman at work bringing the day's stories to the air--indepth, balanced and on time.

PYRAMID, 1975	Rental	$ 30.00
	Purchase - 16mm	350.00
	Videocassette	265.00

*TRANSITIONAL DEVICES (videotape - 1/2"; videocassette - 3/4")
15 min, b & w

Viewers are presented with actual demonstrations of a variety of transitional devices (such as fades, matching action, etc.), and then shown how to employ camera and VTR/VCR to achieve these effects. Discussion and demonstration follows on when and how to use transitional devices to make programs more coherent and interesting.

SMI	Rental	$40.00
	Purchase	85.00

*TROUBLE-SHOOTING YOUR EDITING SYSTEM (videotape - 1/2"; videocassette - 3/4")
12 min

This tape identifies and recreates problems you are likely to encounter while editing. It then demonstrates not only solutions for each problem, but techniques for preventing their happening in the first place.

SMI Rental $40.00
Purchase 85.00

*THE TV PROCESS (videotape - 1/2"; videocassette - 3/4")
12 min, b & w

Understanding how the helical scan VTR process works is crucial to the application of effective editing techniques. This introduction to helical scan videotape recording explains how the visual image is transmitted from the reflected light source of the original object, through the electronic pathways, to its recorded position on the videotape. Emphasis is placed on the roles of the video, audio, and synchronization signals in the accomplishment of stable editing in VTR/VCR productions. An excellent foundation from which to build knowledge of competent electronic editing.

SMI Rental $40.00
Purchase 85.00

*A VIDEO ESSAY--ONE APPROACH TO EDITING VIDEOTAPE (videotape - 1/2"; videocassette - 3/4"
25 min 30 sec, b & w

First we see a tape originally produced on a half-inch, battery-powered VTR, and then electronically edited onto one-inch tape. Through a conversation with the producer (a high school student), the planning process necessary for this kind of production is examined. One type of VTR-to-VTR editing layout is demonstrated, and the procedure for setting up and timing edits is shown. Finally, the student who produced the tape evaluates his effort, and offers suggestions for similar productions. The tape closes with a summary of the important points and procedures necessary for planning, producing and executing an electronically-edited video essay.

SMI Purchase $100.00

*THE VIDEOCASSETTE (videotape - 1/2"; videocassette - 3/4")
40 min, b & w

Covers the procedure involved in the hook-up and

THE VIDEOCASSETTE...continued

set-up of a basic single camera VCR system. Demonstrates methods for multi-set playback, stereophonic recording from other inputs. Also shows how to recognize and correct problems which may occur.

SMI Purchase $150.00

THE VIDEOFILM STORY (slides or 16mm film)
20 min, film; 231 slides, color

Part I discusses the total videofilm (telecine) system. Part II deals with videofilm production techniques. Part III suggests ways the television engineer can improve the quality of the film image as it comes through the telecine chain. Part IV is the film Proper Film Handling.

KODAK Purchase $160.00

*VTR FEEDBACK (videotape - 1/2"; videocassette - 3/4")
18 min 12 sec, b & w

This videotape describes the various uses of VTR (surveillance, feedback, and documentation), and demonstrates a variety of equipment and location set-ups for feedback activities. It then goes through several types of feedback situations (VTR Charades, VTR Fun and Games and Role Playing), and ends by discussing some of the problems the user may encounter in feedback activities, and ways of overcoming these problems. A closing summary condenses the "rules of the game."

SMI Purchase $75.00

*VTR PRODUCTION PLANNING (videotape - 1/2"; videocassette - 3/4")
28 min, b & w

The entire production planning process is documented--from choosing and focusing a subject, through goal-setting, audience targeting, assignment of responsibilities, production conferences, actual taping, editing, evaluation, and distribution. Techniques for saving time, cutting costs, and improving overall audio and video quality are demonstrated. A "Production Planner" and critique form are included.

SMI Purchase $125.00

*VTR WORKSHOP I KIT: A DO-IT-YOURSELF VTR WORKSHOP (Series) (videotape - 1/2"; videocassette - 3/4")
b & w

This kit is designed for teachers, trainers, community organizers, CATV operators, and institutional media people who are seeking a cost-effective instructional format for closed circuit television and videotape recording.

The complete kit consists of:

--One copy of: VTR WORKSHOP I--105 pages, looseleaf notebook.
Format: an instructor's syllabus, course outline and sourcebook combined; with lectures, lesson plans, illustrations, behavioral objectives, flow charts, background material, quizzes and research/study projects. This comprehensive course structure is keyed to the following supplementary materials but may be used effectively alone.

--Six copies of: INTRODUCING THE SINGLE CAMERA VTR SYSTEM--150 pages, hard cover, course text

--Six copies of: STUDENT WORKBOOK--48 pages, soft cover, three-hole punched. Contains charts, graphs, diagrams, exercises, review questions, quizzes and participant questionnaires. Also contains reprints of appropriate articles on CCTV/VTR/CATV.

--One copy each of: PRE-RECORDED "HOW-TO" VIDEO TAPES--All tapes originated on half-inch helical scan VTR equipment and duplicated to your VTR format. (See or request tape brochure).

INTRODUCING CCTV/VTR, 7 min
VTR PRODUCTION PLANNING, 28 min
VTR FEEDBACK, 18 min
SETUP, PRODUCTION TECHNIQUES AND PREVENTIVE MAINTENANCE, 40 min
A VIDEO ESSAY, 26 min
INTRODUCTION TO CATV, 27 min
WELCOME TO THE WONDERFUL WORLD OF VTR, 11 min
BASIC VTR SOUND TECHNIQUES, 30 min
BASIC VTR LIGHTING TECHNIQUES, 20 min
THE PORT-A-PAC, 30 min
THE VIDEOCASSETTE, 40 min

SMI Rental $ 380.00
Purchase 1,000.00

*WELCOME TO THE WONDERFUL WORLD OF VTR (videotape - 1/2"; videocassette - 3/4")
10 min, 40 sec, b & w

Whatever our walk of life, most of us share the same concept for the use of television as a means of communication--the commercial broadcast TV model. This tape is an attempt to show how narrow the broadcast model really is and to help VTR users break out of the artificial constraints of broadcast TV programming and into new and creative ways of using videotape recording. Common fallacies about television are exploded, and the VTR user is offered a new frame of reference for the use of television.

SMI Purchase $35.00

*WHAT IS ELECTRONIC EDITING? (videotape - 1/2"; videocassette - 3/4")
15 min, b & w

The background and history of electronic editing, starting with broadcast TV and covering current helical scan applications. Identifies and demonstrates reasons for and advantages of electronic editing, such as: condensing material, taking out mistakes, introducing new material, etc. Finishes with explanations and demonstrations of the four basic types of editing: stop-start, crash, field-for-field capstanservo, and vertical interval.

SMI Rental $40.00
Purchase 85.00

TELEVISION UTILIZATION

*AIKIDO FOR A MEDIA CENTER (16mm film)
8 min, sound, color

Use of video to teach aikido and the use of the videotape as a teaching tool in a school media center.

UCEMC, 1975 Rental $ 12.00
Purchase 105.00

GET THE PICTURE (16mm film)
12 min, color

Adjusting the classroom television receiver to receive the best image possible.

GPN, 1969 Rental $ 20.00
Purchase 140.00

INSTRUCTOR-DIRECTED T.V. INSTRUCTION (16mm film)
25 min, sound, b & w

Demonstrates the use of a television facility designed to allow the instructor to directly use the medium to best serve his purposes.

NAVC, 1968 Purchase $92.50

OPERATION OF THE SONY, MODEL AV-3400 VIDEOTAPE RECORDER (slides/audiocassette)
75 color slide program, audiocassette, teacher's guide

Illustrates in step-by-step format the set up operation, recording and playback of a videotape using the Sony AV-3400 videotape recorder. Actual photos and diagrams are utilized to show in detail each phase of the operation. It also includes a teacher's guide with accompanying illustrations.

MSI, 1976 Purchase $39.50

TELEVISION IN YOUR CLASSROOM (filmstrip & audiocassette)
12 min, 44 frames, color

Emphasizes basic elements of effective television utilization: study guides; adjustment and placement of TV receiver; teacher attitude; follow-up activities; evaluation and feedback by teacher.

GPN, 1968 Purchase $15.00

TELEVISION TECHNIQUES FOR TEACHERS (16mm film)
23 min, color

Demonstrates some practical approaches to using television in the classroom. Stresses the need for teachers to acquaint themselves with techniques for its use.

UTEX, 1968 Rental $8.00

*USING CLOSED-CIRCUIT TV (filmstrips)
45 frames, color

Different uses being made of CCTV by college, high school, and elementary school teachers.

BELM, 1971 Purchase $6.50

UTILIZING INSTRUCTIONAL TELEVISION (filmstrips/audiocassettes)
2 color filmstrips, 2 audiocassettes & narration guide

New, three part sound filmstrips program describing procedures for integrating instructional television programs into both groups and individualized instruction. Part I describes procedures for selecting appropriate programs, preparing the teacher and students for viewing a program, utilizing the program in an instructional situation, and preparing after viewing activities. Part II concentrates on techniques for properly setting up and operating video cassette playback units. Part III illustrates procedures for recording television programs off-the-air, from films and from other video tapes.

MSI, 1975 Purchase $35.50

ALSO SEE: A Communication Strategy for Development, page 7

Instructional Television and the Redesign of Schooling, page 2

Non-Commercial Educational Television, page 4

The Potential of the Videocassette in Continuing Education, page 1

Televised Instruction: Where Do We Go From Here, page 3

Use of Radio and Television in Japanese Education, page 8

Videocassettes in Education, page 1

SIMULATIONS AND GAMES

COMMUNICATION GAMES (transparencies)

How to construct six uncomplicated games which illustrate principles of effective communication for student classroom participation; includes guide sheets, construction directions, and utilization suggestions.

LANSFORD, 1973 Purchase $115.95

FINDING VALUES THROUGH SIMULATION GAMES (16mm film)
29 min, color

Shows a 12th grade class playing "Star Power." The game's creator, Garry Shirts, points out the values discoveries during the game and especially in the discussion following, and discusses the use of simulation games for value development from the 4th grade on.

MEDIA5, 1977 Rental $ 45.00
Purchase 375.00

HOW TO DESIGN EDUCATIONAL GAMES (transparencies)
10 transparencies & lecture notes

Explores theory and application of educational games. Examples selected from games designed for economics, history, social studies, and others.

LANSFORD, 1972 Purchase $95.95

*INTRODUCTION TO GAME THEORY (slide/audiotape)
instructor's notes & a student worksheet

SUPS, 1972 Purchase $20.00

ALSO SEE: Simulation and Gaming in Curriculum Development, page 1

Urban Simulations: New Aids to Teach and Learn About Cities, page 5

COMPUTERS

BASIC COMPUTER TERMS (16mm film, 8mm film or videocassette)
16 min, sound, color

Outlines parts, terms, usages of computers (comedic form); how computers work and what they do.

PYRAMID, 1975 Rental $ 25.00
Purchase - 16mm 250.00
Videocassette 190.00

COMPUTER AND THE MIND OF MAN (16mm film)
29 min each, b & w

A series of films prepared by KQED-TV, San Francisco, on the nature and use of computers. Titles include:

--Logic by Machine--Computer Revolution, Symbolic Representation
--Universe of Numbers--History of Development
--Universal Machine--General Discussion
--The Control Revolution
--Managers and Models
--Engine at the Door

INDIANA Rental - each $ 9.50
Purchase 165.00

COMPUTER ASSISTED INSTRUCTION: PAST-PRESENT-FUTURE (audiocassette or audiotape)
80 min

Recorded session of 1973 AECT National Convention featuring M. David Merrill, C. Victor Bunderson, and Gerald Faust.

NCAT, 1973 Purchase $9.00

COMPUTER ASSISTED INSTRUCTION: STATE OF THE ARTS SUMMARY (audiocassette or audiotape)

Recorded session at 1970 DAVI (now AECT) National Convention featuring Ken Arnold.

NCAT, 1970 Purchase - audiotape $ 9.00
Purchase - audiocassette 10.00

COMPUTER BASED RESOURCE UNITS: ASSISTED PROGRAM MANAGEMENT (audiotape or audiocassette)

Recorded session at 1970 DAVI (now AECT) National Convention featuring Norman W. Johnson.

NCAT, 1970 Purchase - audiotape $6.00
Purchase - audiocassette 7.00

COMPUTERS

COMPUTER INFORMATION SYSTEMS (transparencies)
20 transparencies

The role of computer information systems in management; covers the feasibility study, cost-benefit evaluation, implementation, motivation, and the role of computer information systems.

LANSFORD, 1974 Purchase $179.95

THE COMPUTER REVOLUTION (16mm film)
24 min, color

Introduces computers, how they work, and their present and future applications.

BFA, 1968 Rental $ 25.00
Purchase 285.00

COMPUTERS AND EDUCATION AT THE NAVAL ACADEMY (audiocassette or audiotape)

Recorded session at 1970 DAVI (now AECT) National Convention featuring Roberta Hazard, Daniel Ross, Wassil Lagoey, and Jesse Koontz.

NCAT, 1970 Purchase - audiotape $11.00
Purchase - audiocassette 12.00

EDUCATIONAL DATA PROCESSING: NEW DIMENSIONS IN EFFECTIVE INSTRUCTION (audiotape or audiocassette)
80 min

Recorded session of 1973 AECT National Convention featuring Paul Pair and Thomas McConnell.

NCAT, 1973 Purchase $9.00

HOW A COMPUTER SOLVES A PROBLEM (filmstrip)
42 frames, color

Describes components of digital and analog computers (input, storage, and output devices). Discusses binary number systems in computers, flow-charting, programming, and the roles of computers in daily living.

INQUIRY, 1968 Purchase $7.50

*INDUSTRIAL APPLICATIONS OF COMPUTER-ASSISTED INSTRUCTION (audiocassette)
60 min

Introduction to CAI, instructions and criteria for its use in industrial training.

DDI, 1974 Purchase $13.75

INTRODUCTION TO ELECTRONIC DATA PROCESSING: PARTS A and B (transparencies)
18 transparencies each part

Fundamentals of modern computer concepts and applications: history, typical computer systems, computer hardware and software, computer languages, flow charts, terminal and real time applications, digital and analog computers, and career opportunities. Part B supplements Part A and covers the number system used in computers, data encoding, computer languages with a FORTRAN and BASIC example, flow charts, decision tables, and system development techniques.

LANSFORD, 1974, 1976 Purchase - Part A $169.95
Purchase - Part B 169.95

A MYTHICAL SCHOOL SYSTEM'S PLANS FOR COMPUTER ASSISTED INSTRUCTION (997148) (audiotape or audiocassette)

Recorded session at AECT National Convention featuring Catherine Morgan and Jean Wastler.

NCAT, 1971 Purchase - audiotape $6.00
Purchase - audiocassette 7.00

YOU AND THE COMPUTER (16mm film)
9 min, color

"You and the Computer" puts the complexity of computers into layman's terms, serving as a teaching device for secondary schools, colleges, or industrial training programs.

GFC, 1970 Purchase $150.00

ALSO SEE: Application of Computer Technology in Teaching and Learning, page 1

The Computer and Information Science: Present and Future, page 1

The Computer in Education--Where are We Going? page 4

Computer Innovation in Education, page 1

The Computer, Instructional Materials, and the Instructional Process, page 1

A Demonstration Program in Computer Assisted Instruction, page 1

Toward Cost-Effective Computer Assisted Instruction, page 4

The Truth About Computer Assisted Instruction, page 3

Why CAI Must Fail! page 3

A MINI-COURSE IN REMOTE ACCESS (audiotape or audiocassette)

Recorded session at 1970 DAVI (now AECT) National Convention featuring Gabriel Ofiesh, Paul Pimsleur, Ira Singer, Ted Johnson, and Marshall Gunselman.

NCAT, 1970	Purchase - audiotape	$10.00
	Purchase - audiocassette	11.00

THE TELEPHONE IN EDUCATION (kit)
9 audiocassettes, 1 videotape, a book of conference proceedings

This learning package offers highlights of a 1976 conference at the University of Wisconsin. It includes:

Selected conference presentations on audiocassette:

1. Hello Central, Give me A Degree!
2. An Overview
3. Economics of Teleconferencing
4. A Case Study of Organizing for a Telelecture Course
5. Telephone Teaching and Disadvantaged Students
6. The Open University and Educational System
7. Telelecturing in Distance Education
8. The Educational Telephone System in Missouri
9. Come Here, I Need You: A Description of the University of Wisconsin System

The Status of the Telephone in Education, a 200-page book of conference papers

A Video tape describing Wisconsin's Statewide Extension Education Network

UWISC, 1976	Book & 9 cassettes	$50.00
	Videotape	50.00
	Audiocassettes	5.00

THE TELEPHONE IN EDUCATION II (a learning package)
10 audiocassette presentations, a book of conference proceedings

Reports on presentations at a 1977 workshop at the University of Wisconsin.

Package contains these tapes:

1. Organizing for Innovation and Change in Higher Education
2. Administering a Telephone Network or Conference System
3. Marketing Long Distance Learning in a New Age

THE TELEPHONE...continued

4. Nuts and Bolts: Local Administration of an Interactive Telephone Network
5. Educational Support Services
6. Need Determination of Small Businesses in Wisconsin: A Case Study
7. Group Process Model for Program Planning
8. An Overview of the Technical Considerations of Teleconferencing
9. Teleconferencing Station Equipment
10. The 'Meet-Me' Bridge

The Telephone in Education Book II, a 200-page collection of conference papers

UWISC, 1977	Book & cassettes	$45.00
	Cassettes - each	5.00
	Book	15.00

UNIVERSITY APPLICATIONS OF SATELLITE/CABLE TECHNOLOGY (a learning package)
10 audiocassette presentations, a book of conference proceedings, a book on satellite technology, a satellite/cable bibliography

Presentations from a 1975 conference at the University of Wisconsin

Package contains these tapes:

1. Satellite and Cable: No Highway in the Sky for Conventional Teaching and Learning
2. Media, Minds, Men and Monoliths
3. The New Rural Society
4. AT-6: Rocky Mountain Satellite Technology Demonstration
5. Compressed Time ITV
6. Satellite Communications: The Global Prospect
7. Expanding Channels vs. Restricting Controls: The Blind Spot in the Crystal Ball
8. AT-6: Appalachian Education Satellite Project
9. PEACESAT
10. Overview: Satellites

A Report on University Applications of Satellite/Cable Technology, a 150-page book of conference papers

An Educator's Guide to Communication Satellite Technology, a 100-page book

A satellite/cable bibliography

UWISC, 1975	Cassettes - each	$ 5.00
	Proceedings	10.00
	Entire Package	40.00

ALSO SEE: Dial-Access Information Retrieval Systems, page 1

SOURCES

ACT	Action for Children's Television 46 Austin Street Newtonville, MA 02160
AECT	Association for Educational Communications and Technology 1126 16th Street, NW Washington, DC 20036
AIMS	AIMS Instructional Media, Inc. 626 Justin Avenue Glendale, CA 91201
ALA	American Library Association 50 East Huron Street Chicago, IL 60611
ASU	Audiovisual Services Matthews Hall Arizona State University Tempe, AZ 85281
BELM	Bel Mort Co. 619 Cascade Building 520 S.W. Sixth Street Portland, OR 97204
BENCH	Benchmark Films, Inc. 145 Scarborough Road Briarcliff Manor, NY 10510
BFA	BFA Educational Media 2211 Michigan Avenue Santa Monica, CA 90404
CAROUSEL	Carousel Films 1501 Broadway New York, NY 10036
CBC	CBC Learning Systems Box 500, Terminal A Toronto, Ontario M5W 1E6 Canada
CED	Committee for Economic Development 477 Madison Avenue New York, NY 10022
C/G	Cine/Grafic Publications Box 430 Hollywood, CA 90028
CHUM	Center for Humanities 2 Holland Avenue White Plains, NY 10603
CPI	The Center for Personalized Instruction Georgetown University Washington, DC 20057
CSDI	Center for the Study of Democratic Institutions Box 4068 Santa Barbara, CA 93103
DAVIDSON	Davidson Films, Inc. 165 Tunstead Avenue San Anselmo, CA 94960
DDI	Development Digest 3347 Motor Avenue Los Angeles, CA 90034
DUPAGE	Film Order Department LRC, College of DuPage 22nd Street and Lambert Road Glen Ellyn, IL 60137
EAV	Educational Audio Visual Inc. Pleasantville, NY 10570
EBEC	Encyclopedia Britannica Educational Corp. 425 North Michigan Avenue Chicago, IL 60611
EDA	Educational Activities, Inc. Box 392 Freeport, NY 11520
EDPROG	Educational Progress Educational Development Corp. P. O. Box 45663 Tulsa, OK 74145
EDTECH	Educational Technology 140 Sylvan Avenue Englewood Cliffs, NJ 07632
EDUTAPE	Edu-Tape Box 494 Westport, CT 06880
EFS	Educational Filmstrips 1401 19th Street Huntsville, TX 77340
EXC	Executive Communications 6858 Elm Street McLean, VA 22101
FM	Film Makers P. O. Box 593 Arcadia, CA 91006
GFC	Glenville Film Center 705 Corporations Park Scotia, NY 12302
GPN	Great Plains National Instructional TV Library Box 80669 Lincoln, NB 68508
IFB	International Film Bureau 332 South Michigan Avenue Chicago, IL 60604
IFF	International Film Foundation, Inc. Room 916 475 Fifth Avenue New York, NY 10017

SOURCES

INDIANA	Indiana University Audio Visual Center Bloomington, IN 47401
INQUIRY	Inquiry AudioVisuals 1754 W. Farragut Chicago, IL 60640
K&E	Keuffel and Essen, Co. Educational Audio-Visual Division 20 Whippany Road Morristown, NJ 07960
KODAK	Eastman Kodak Audio-Visual Service 343 State Street Rochester, NY 14650
LANSFORD	Lansford Publishing P. O. Box 8711 San Jose, CA 95155
LFC	Library Filmstrip Center 3033 Alamo Wichita, KS 67211
MACMILLAN	Macmillan Films, Inc. 34 MacQuesten Pkwy., South Mt. Vernon, NY 10550
MASSMEDIA	Mass Media Ministries 2116 North Charles Street Baltimore, MD 21218
MBP	Miller-Brody Productions 342 Madison Avenue New York, NY 10017
MEDIA5	Media Five Film Distributors 1101 North Cole Avenue Hollywood, CA 90038
MERRILL	College Division Charles E. Merrill Publishing 1300 Alum Creek Drive Box 508 Columbus, OH 43216
MGH	McGraw-Hill 1221 Avenue of the Americas New York, NY 10020
MMM	Ms. Anne Fornell 3M Center Building 223-5N St. Paul, MN 55101
MRD	Media Research and Development Arizona State University Tempe, AZ 85281
MSI	Media Systems, Inc. 3637 East 7800 South Salt Lake City, UT 84121
MSU	Marketing Division Instructional Media Center Michigan State University East Lansing, MI 48824
MTSJC	Mt. San Jacinto College Multi-Media Office 21400 Highway 79 San Jacinto, CA 92383
MWA	Media Works of Arizona Rt. 2, Box 798 Tucson, AZ 85715
NAVA	National Audio-Visual Association 1201 Spring Street Fairfax, VA 22030
NAVC	U. S. National Audiovisual Center National Archives and Record Service Washington, DC 20409
NCAT	National Center for Audio Tapes Room 320, Stadium Building University of Colorado Boulder, CO 80302
OHIO	The Ohio State University Department of Photography and Cinema 156 West 19th Avenue Columbus, OH 43210
OPENU	Open University Educational Media 110 East 59th Street New York, NY 10022
PARAMOUNT	Paramount Communications 5451 Marathon Street Hollywood, CA 90038
PERSPECTIVE	Perspective Films 369 W. Erie Street Chicago, IL 60610
PET	Petite Film Co. 708 North 62nd Street Seattle, WA 98103
PHOTOLAB	Photo Laboratory, Inc. 3825 Georgia Avenue, NW Washington, DC 20011
PURDUE	Purdue University Audiovisual Center Lafayette, Indiana 47907
PYRAMID	Pyramid Films Box 1048 Santa Monica, CA 90406
RTBL	Roundtable Films, Inc. 113 North San Vicente Blvd. Beverly Hills, CA 90211
SBS	Scholastic Book Services 904 Sylvan Avenue Englewood Cliffs, NJ 07632
SMI	Smith-Mattingly Productions, Ltd. 310 South Fairfax Street Alexandria, VA 22314

SOURCES

SUPS	Syracuse University Printing Services 125 College Place Syracuse, NY 13210
SYR	Syracuse University Educational Film Library 1455 East Colvin Street Syracuse, NY 13210
TMM	Thomas More Mediatapes 180 N. Wabash Avenue Chicago, IL 60601
TYO	Tyo Productions, Inc. 715 Crawford Avenue Syracuse, New York 13224
UCEMC	University of California Extension Media Center 2223 Fulton Street Berkeley, CA 94720
UCOLEMC	University of Colorado Educational Media Center Stadium Building 360 Boulder, CO 80309
UIOWA	University of Iowa Extension Division Bureau of AV Instruction Iowa City, IA 52240
UMICH	University of Michigan Audio-Visual Education Center 416 Fourth Street Ann Arbor, MI 48103
UMM	Urban Media Materials, Inc. 212 Mineola Avenue Roslyn Heights, NY 11577
UTEX	University of Texas Visual Instruction Bureau Austin, TX 78712
UWISC	Center for Interactive Instructional Programs Radio Hall University of Wisconsin-Extension Madison, WI 53706
VANNR	Van Nostrand Reinhold Co. 45 West 33rd Street New York, NY 10001
VIMCET	VIMCET Associates P. O. Box 24714 Los Angeles, CA 90024

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